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JULY, 1954

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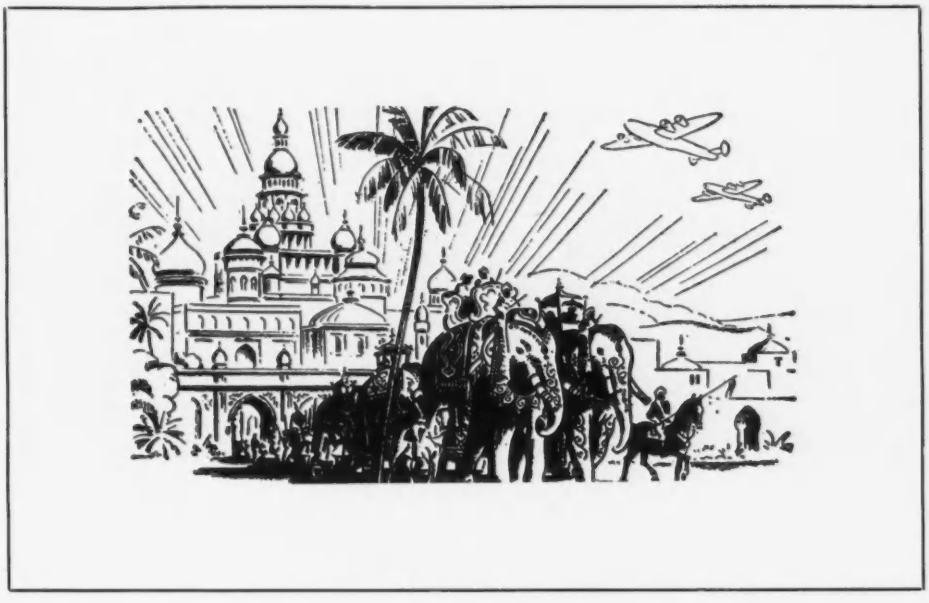

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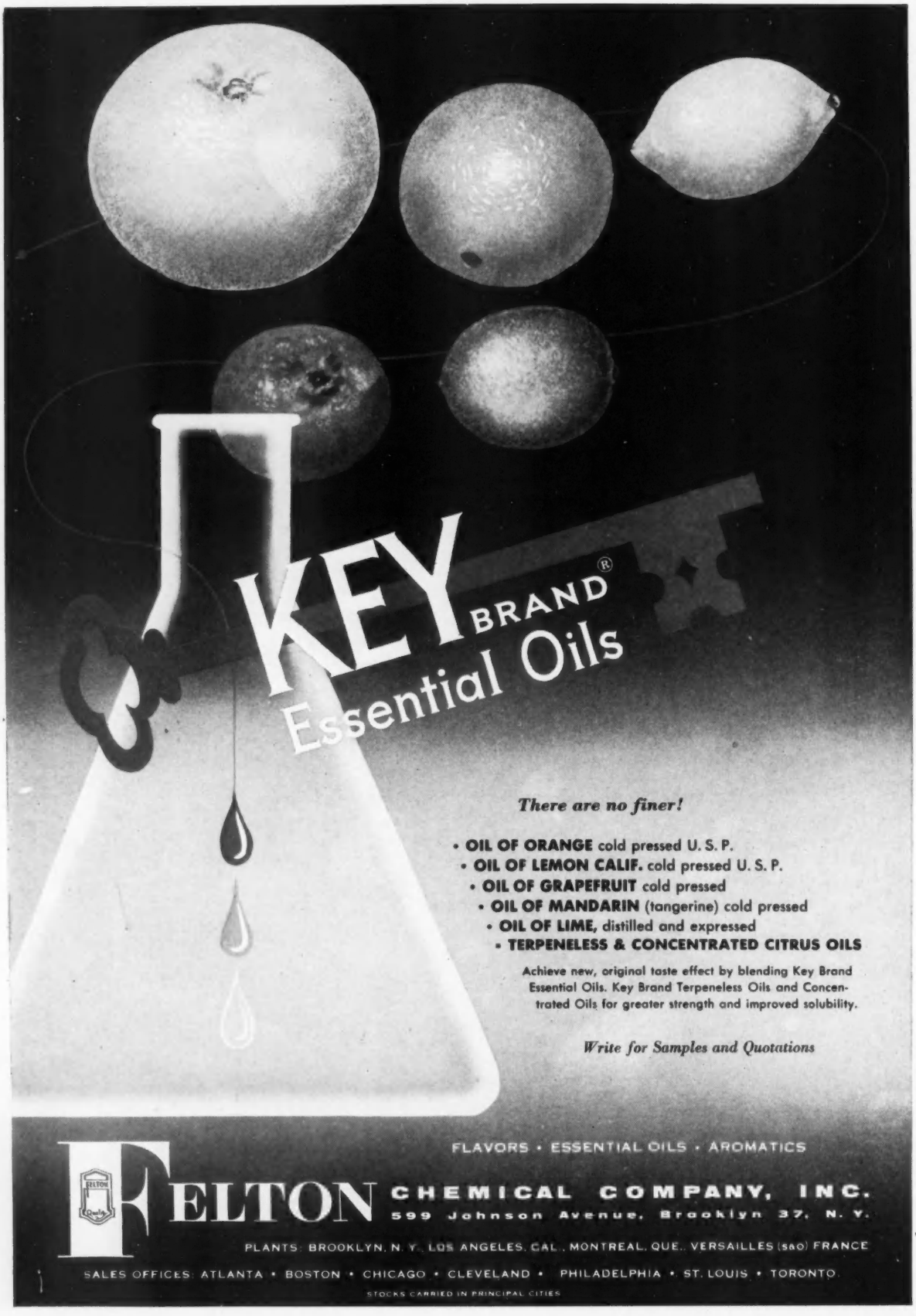
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# the American Perfumer and ESSENTIAL OIL REVIEW

*COSMETICS · SOAPS · FLAVORS*

Established 1906

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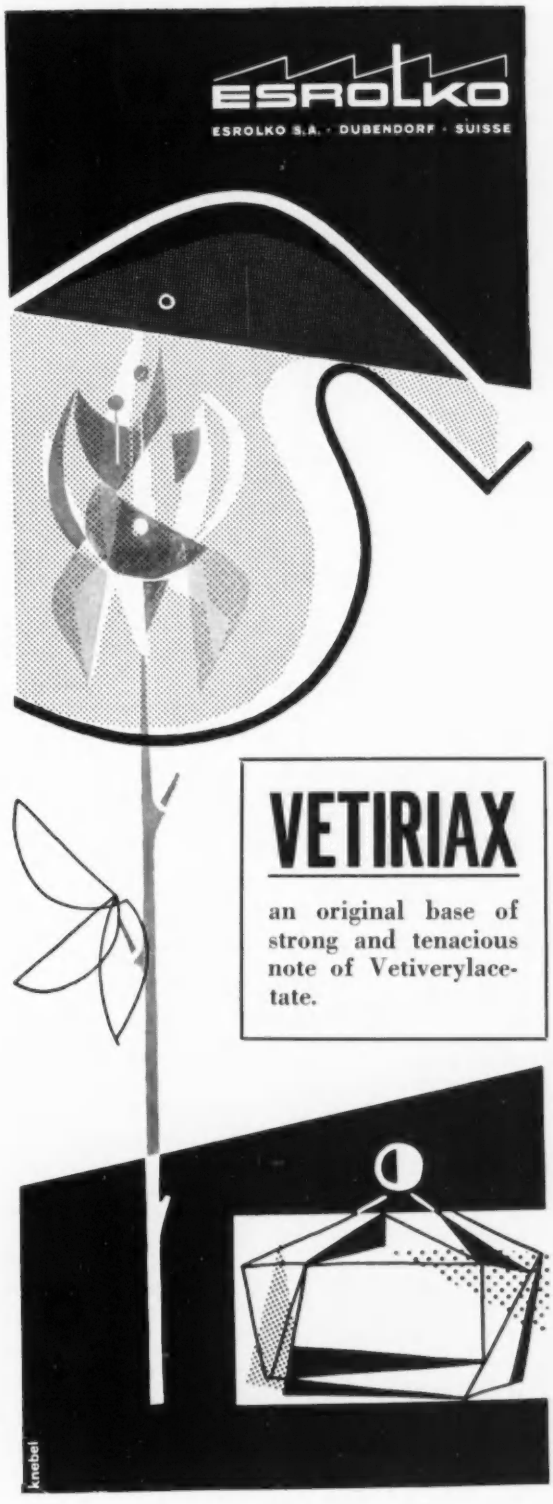


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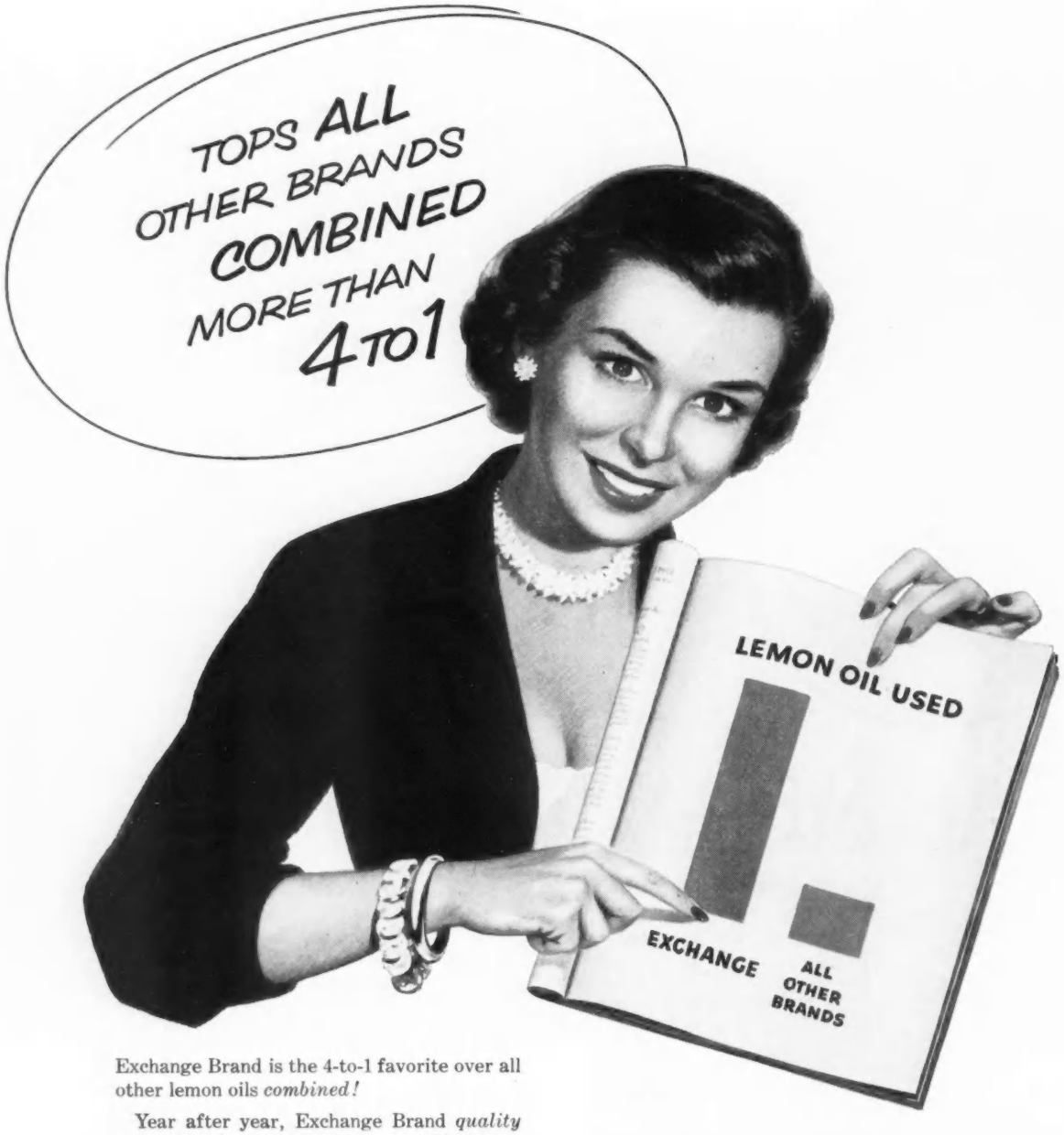


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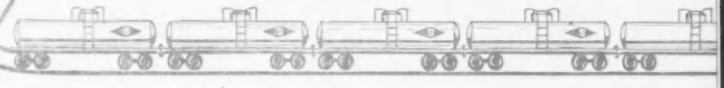

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| STEPANOL M 1, M 2 | 28.0-30.0 | 1.5-3.5 | 1.0-2.5 | 0.5-1.5 | 62.5-69.0 | 7.0-8.5 |

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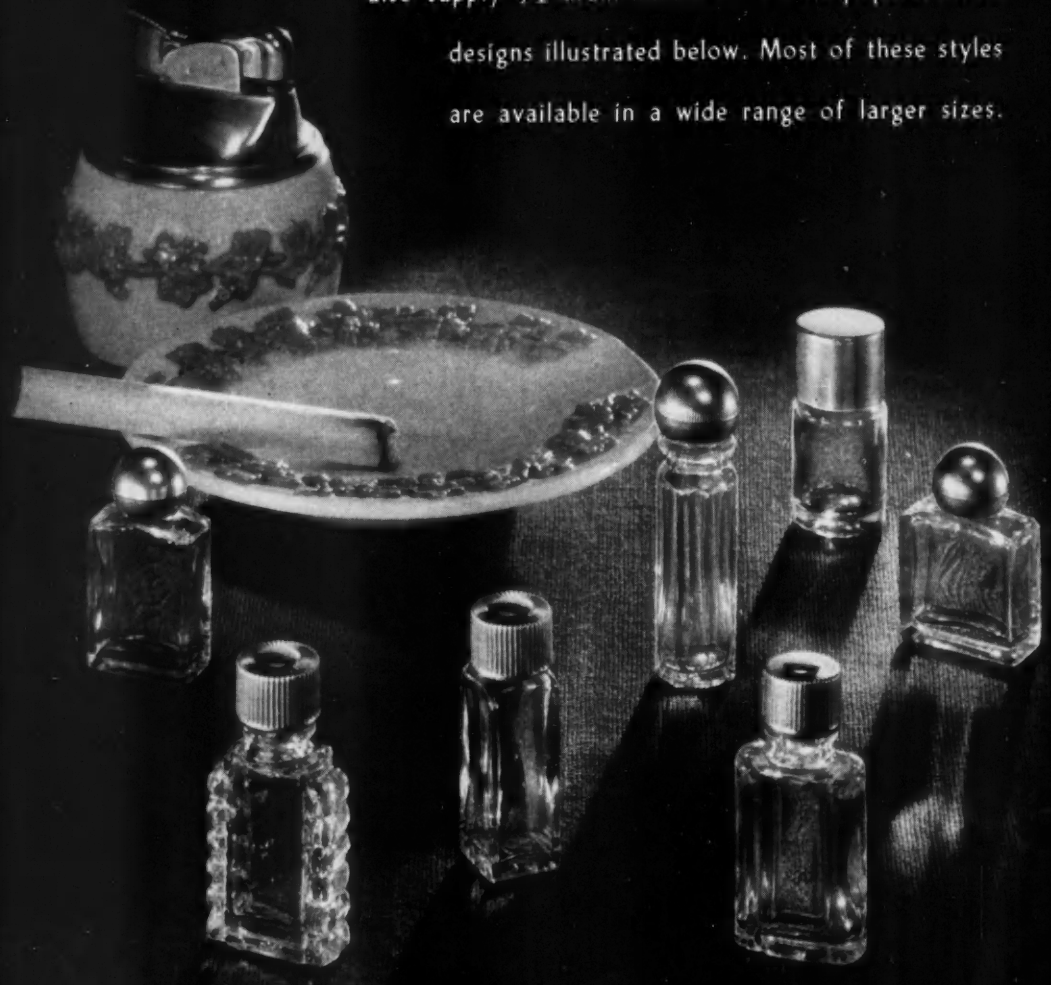

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* *Chemical Senses, page 1, Moncrief—lists senses as follows: " sight, hearing, touch, taste, smell." Note smell is listed Fifth.*

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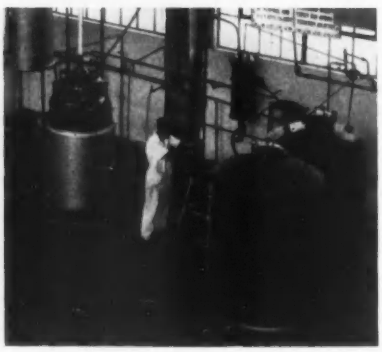
CYPRUS is an island of warmth and flowers. Rose, Bay Laurel, Myrtle, Cistus, Thyme, thrive in the perfect weather. But the ideal climate and soil combine to create especially favourable conditions for growing citrus fruit. Before World War II the export of this fruit was the island's chief source of income.

### A problem solved with imagination

When the war put an abrupt end to this export trade the firm of Lanitis Bros. tackled the problem with imagination and foresight. They saw an opportunity to revolutionize their industry by treating the fruit, on the spot, for its essential oils.



*Extractor equipment—Here is a corner of the plant for extraction of flower oils by means of volatile solvents.*

Their senior engineers visited the U.S. and gained a thorough understanding of the industry. They bought and shipped to Cyprus the finest modern American machinery to be obtained, including extractor plant and equipment for deterpenation, distillation and expression. The new industry was under way!

### Modern production methods

The annual production of lemons in Cyprus is about 45 million fruits of which, now, one-third are teated locally for juices and essential oil. Lanitis Bros.' cold-pressed lemon oil, produced in their ultra-hygienic, modern plant, compares favourably with any in the world. Its citral content averaging 4%, constant laboratory supervision during production assures uniform quality and purity.

### A variety of fine quality oils

Amongst Lanitis Bros.' many other important products are an exceptionally fine quality orange oil, and a lavender oil derived from English or Mitcham lavender. Their origanum oil enjoys an especially good reputation in England, where it has been known for 20 years for its very high aldehyde content of 75 to 78 per cent. Lanitis Bros.' Otto and rose concrete, from the Rosa Damascena, their neroli and petitgrain bigarade, and, not strictly an oil, their labdanum from the cistus plant, are all extremely high class products.

*General view of the Limassol plant of Lanitis Bros. Ltd. This plant is equipped with all the latest American-built machinery and processes many million fruits and flowers every year.*

Lanitis Bros. have ceated a vast new industry, which is still developing, and have built up an enviable reputation for producing the very finest essential oils.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# Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.

## Notes

At the Canadian Toilet Goods Manufacturers Assn. convention at Lake Placid (June 13-17) there was much ado about forthcoming new Food and Drug Act regulations in Canada . . . "Tommy" Thompson did a good job for the government . . . Some interesting speakers at the panel discussion. One gem in picking salesmen or any employee, was "if you want a hard worker, hire a man who *has been* a hard worker." Another erudite recommendation was that "people don't change much" . . . Charley Peacock of Simpsons threw a ball down home plate when he commented on the pricing system of cosmetics: "If you don't have enough 'spread' to do a merchandising job properly, re-price your product so you can." . . . Peacock was firm on this point and gave a good example to show how it can work out. (The industry is too afraid to be realistic on price increases, yet other industries have raised prices almost a 100% in some cases) . . . He was firm too on specialization in lines. . . . too much spreading out and getting into new fields and getting hurt doing so . . . Buyer Peacock felt some kind of indelibility in lipstick as essential today. . . . Adman Ronalds reminded his audience that "you never own a market, you just lease it" . . . On the subject of advertising, Ronalds stated that the Texas saying "if you don't strike oil in 20 minutes, stop drilling" is a good maxim in advertising too. . . . There were lots of other ideas, such as: the best size for counter cards is 7 by 11 inches . . . 75% of counter cards given are never used because of lack of counter space. . . . Don't overestimate the overflow advertising from U.S. radio, TV, newspapers and magazines. . . . New product development is the lifeblood of the business. . . . Prognostications on Canadian population increases in 10 years were given. . . . Jack Quiqq, convention chairman, and Gerry Bullock, T.G.M.A. President, *kudos* to you both. . . . Glad I was there.

## Castor Oil Emulsion

This department continually takes issue with published formulas for products, when they are badly conceived.

Now comes Hall (*Bull. Am. Soc. Hosp. Pharm.*) with a castor oil emulsion. It contains 50 grams of castor oil, 1 gram polyoxyethylene sorbitan monooleate and the balance is "flavored" water. No antioxidant. No preservative in emulsion but 0.6 gm. butyl p-bydroxybenzoate in 4,000 cc. of "flavored water."

True the emulsion is intended for internal use. But (1) the preservative won't hold the emulsion; (2) the oil will get rancid and (3) it is doubtful if the emulsion is very stable with so little emulsifier.

When the formula is abstracted in other journals, it loses some of the details. As a result, people trying it out think badly of the author. In addition, it may prejudice them against the emulsifier if the product fails in development.

## Dimension of the Skin

Writing in the *Archives of Dermatology,* Leider and Buncke introduce their study of the physical dimensions of the skin with this statement:

"The physical dimensions of the skin receive scant mention in dermatologic textbook and periodical literature. The factors of surface area, absolute and comparative thicknesses of layers, and parts, volume, specific gravity, and weight of the skin do not seem to have loomed important enough to have excited much interest or comment among dermatologists.

"But if it is true, as some have averred, that science is essentially mensuration, then accurate measurements of any sort must be ultimately, or in subtle manners, important. At least, there is a certain sense of comfort and orderliness in true measures. In reverse, an unknown or unmeasured quantity may lead to conjecture and then to error or confusion."

The authors point out that statements made by dermatologists "that the skin is the largest organ of the body" actually requires further examination. The truth is, it is exceeded in size by the musculature, the vascular tree, the pulmonary alveolar surface and others. It does exceed the size of the liver, intestines and so on. It is among the largest body organs.

Anyway, for an average adult of 170 cm. and 70 kilograms, the total surface area is found to be twenty square feet, of which the head and neck account for 9 per cent. The average whole skin is 2 m.m. in thickness; the epidermis being 0.12 m.m.; the corium 1.8 m.m. and the hypoderm 0.08 m.m. The total volume is 3,600 cc. (almost one gallon) and the entire weight is almost nine pounds.

For particulars and further information see the original article in the May issue, Volume 69, page 563, 1954.

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# Questions & Answers

**1076: Progressive Hair Lotion**

Q. In the field of hair progressive lotions, isn't there any new discovery that does not contain any derivative of silver or lead salt? We use to manufacture one with claret wine containing iron and pyrogallor but this made the hair very brittle and stained everything on application.—*L.B.H., Mexico*

*A. In the field of progressive hair coloring, to our knowledge there are no new discoveries. The liabilities that you encountered with iron and pyrogallol are rather common as are the problems with both silver and lead salts.*

**1077: Bleaching Cream**

Q. We would like a formula for a bleaching cream with 4 percent ammoniated mercury, one with a heavy consistency. We have several books on cosmetics—*Modern Cosmeticology* (Harry) and *Modern Cosmetics*. A cream of this kind is used by the colored trade and is not in any of the books.

—*D.O.K., Alabama*

*A. The consistency of the bleaching cream base is something you will have to determine for yourself. As a starter you might take any standard white or off white U.S.P. petrolatum in which you disperse while liquid, the necessary amount of ammoniated mercury powder. Pass the produce through either a colloid or ointment mill to be sure that there are no coarse particles. Then pack into containers. Pages 271-272 of the book,* The Chemistry and Manufacture of Cosmetics *discuss such formulations as well as the labeling requirements under the Federal Food and Drug Act. The book is available in your public library.*

**1078: Neutralizers**

Q. Would the newer instant neutralizer have an increased percentage of the perborate or bromate? If the bromate or perborate were to be put up as a liquid neutralizer, would either require the pH to be on the acid side? What conditioners can be added to cream instant neutralizers which would not interfere with the neutralizing process? We also assume that the concentration of the perborate or bromate would be increased as compared with the liquid type. What final concentration would you recommend?

—*P.L., California*

*A. In reply to you request for data on neutralizers, we find that most of the liquid and cream neutralizers depend upon bromates for their effectiveness. Perborates are unstable in water solution, and therefore, cannot be used. The concentration of oxidant in the cream is in inverse proportion to the amount of the water phase.*

**1079: Stick Cream Formulation**

Q. I would like to know if it is possible to solidify a cold cream type emulsion. In other words, is it possible to make a stick cream? If so could I have a formula for the same. I would also like to know if a formula is in parts or per cent, does that mean by weight or volume?—*C.F., New York*

*A. We suppose it is possible to solidify cold cream by replacing mineral oil with enough waxes to effect the solidification. Generally, a solid product requires around 30 per cent waxes. The term per cent means parts per hundred. Usually liquids are by volume and solids by weight although there is no standardization in the usage of these data. Generally, formulas written in "parts" only, do not add up to one hundred, but if they do they are tantamount to a per cent formula.*

**1080: Solid Face Powders**

Q. Please send all necessary information for the manufacture of solid face powder, such as Pond's "Angel Face" and Max Factor's "Creme Puff." It will not be necessary for you to elaborate on the metal pan into which the powder is pressed. The information we are in most urgent need of is the following: 1. Basic formula of the powder. 2. Procedure for mixing powder preparatory to pressing. 3. Pressing or stamping procedure. 4. Equipment needed for mixing powder. 5. Equipment needed for pressing or stamping powder. 6. Names and addresses of suppliers who sell the required machinery.

—*J.R.S., Georgia*

*A. We are sorry to have to tell you we know little about Pond's "Angel Face" or Factor's "Creme Puff" except that the first is a compressed variation of face powder. Angel Face appears to contain none of the gum binders but depends on a procedure or another composition for what ever binding properties are present. The covering power seems to be slightly more than other face powder, but otherwise has all the qualities of face powder that one might want. As for equipment to process and make, off hand, we would say that all the equipment used in the manufacture of face powder would be required here. In addition, stamping or molding equipment would also be required. Suppliers of this type of equipment could undoubtedly give you some idea of pressures necessary.*

**1081: Hair Straightener**

Q. I would be very grateful to you if you could give me an explanation regarding the following hair straightener, used successfully in the U. S. but without satisfactory results on colored people of Brazil.

The above cream is applied on the hair every 10 to 15 minutes combing hair from back to front and then vice versa. This manipulation takes about 1½ hours to 2 hours. During the application of the cream the hair becomes gradually soft and straight but after washing it away with warm water and then with the neutralizer of 10 grs. sodium perborate monohydrate, 4 grs. tartaric acid, and 16 ounces of water, the hair turns back to its first kinky state again. Can you see some mistake in the way of application or in the formula itself? Can something be wrong with the raw materials for which the suppliers must be responsible?—*S.O.X., Brazil*

*A. The only thing we can imagine to be the source of failure of the hair straightener is that the thioglycolate solution has deteriorated and you have not obtained enough softening action of the hair. Be certain to manufacture the product in glass or stainless steel. Traces of iron or copper, in particular, will cause almost immediate oxidation of the thioglycolate. Furthermore, the pH of the product must be at least 9.5 as we understand it. Please check these points and see if correcting them will not solve your problem.*

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# The Future of the Cosmetic Industry*

HERBERT HEINRICH, Ph.D.**

**WHAT seemingly is taking place in the cosmetic industry and what may be done to insure its future are suggested in this thought provoking article. Why a central research organization supported by the industry is advisable. Nature of the work a Cosmetic Institute might advantageously undertake. While many may not agree with all that the author has to say his suggestions are worthy of careful consideration.**

**Looking at the figures: Has the cosmetic industry REALLY advanced in the last two decades?**

THE cosmetic industry, through aggressive and striking advertisements and the general appeal of its products, has become an outstanding factor in our lives. Recently, the total yearly business was estimated to have reached the one billion dollar mark. The industry is proud to have reached this mark without having materially increased prices of cosmetics beyond those charged in 1938.

However, one wonders whether the industry has really reasons to be proud of its progress. The price line has been held in the face of rising prices, at the cost of lower profits, absorption and liquidation of marginal business enterprises, and what is most unfortunate at the expense of basic research.

### *A Sign of Threatening Stagnation?*

In 1935 the American public spent 1.35% of the money paid for non-durable goods for toilet goods exclusive of soap. This percentage has decreased steadily until it has been between 0.8 and 0.85% for the last 6 years. This deterioration of the relative position of the cosmetic industry may be a sign of threatening stagnation.

Actually, prices were not kept at their 1938 level because the consumer demanded it but because the cosmetic industry had nothing to offer for which it could ask more money. No really new idea has come out of the laboratory. The old formulas have been refined to the nth degree but they are still based on the old composition. The cosmetic industry as a whole has to wake up to the realization that concentrated efforts are needed and are needed right now to lay the foundation for new concepts and basic knowledge.

By no means original, the plans and viewpoints developed below are open to criticism, discussion and changes. It really does not matter how the goal is reached as long as it is reached.

### *Cosmetic Chemistry—a Unique Science*

Cosmetic chemistry should come of age and recognize its unique field of activity and break away from phar-

* A talk given to the Chicago Chapter of the Society of Cosmetic Chemists, February 9, 1954.

** Research Director, Kolmar Laboratories, Milwaukee, Wisc.

maceutical, medical and food chemistries. Although originating in these older, established branches, cosmetic chemistry has come into its own, the child has become a man.

In what way or ways is the field of cosmetic chemistry unique and deserving of an independent existence?

> Cosmetic chemistry is that branch of chemistry which improves the look and beauty of the skin, which keeps the skin healthy and even improves its health and which tries to ward off the ageing of the skin.
>
> Therefore, cosmetic chemistry centers on the human skin which is the largest organ of the human body and, like the lung, it is primarily surface, but unlike the lung it is exposed to climatic conditions, natural or artificial, which have a deciding effect on the condition of the skin.

**Chemists responsible for successful synthesis of vitamin pantothenic acid, present in all living tissues, examine one of the final stages in their work. Left to right, at the Merck Research laboratories: Dr. Randolph T. Major, Dr. William H. Engels, Dr. Karl Folkers, and Drs. J. Finkelstein, J. C. Keresztesy, and E. T. Stiller.**

> In contrast to the products of the pharmaceutical chemistry, cosmetics are used by essentially healthy people but are used continuously, having a slow but cumulative effect. Since the user makes her own selection without real guidance, the burden of suitable cosmetics is squarely up to the cosmetic industry which has the choice of either producing innocuous products or helping a woman in the selection of the proper cosmetics for her skin.

***The Establishment of a Cosmetic Institute***

Accepting the thesis that cosmetic chemistry is a definite and separate branch of chemistry, the industry takes on the burden of developing its own field of chemistry.

It is generally agreed that cosmetic chemistry is in great need of basic knowledge. This fundamental knowledge could be obtained in a number of ways, but I believe that the best, quickest and cheapest way is through the establishment of a Cosmetic Institute supported by a majority of cosmetic manufacturers, perfumers and raw material suppliers. This Cosmetic Institute would join the ranks of the Paper, Petroleum, Textile, Laundering and other Institutes. It should be supported partially by industrial subscription and partially by services requested and paid for by the individual concerns. It should be non-profit in nature.

Under the premises that the Institute has to advance the entire cosmetic industry but at the same ime give special consideration to its supporting members, the following fields of activity are suggested:

*Research on the nature of human skin:*
We need basic information on the composition and regeneration of skin, its moisture and fat contents, its osmotic condition and blood supply. We should know the characteristics of old and young skin and the reaction to outside stimuli.

*Certification of raw materials:*
This was recently proposed by Chilson. It would be similar to the government's dye certification program applying the idea to other basic raw materials in cosmetic industry. It would reduce the cost of raw material analysis for the buyer as well as the supplier. In addition, it is bound to raise the quality of the raw materials.

*Evaluation of new raw materials:*
Raw materials proposed for cosmetic use could be tested for suitability and safety. New materials could be synthesized and if found useful could be patented and offered for licensing at a low rate to Institute members. An unbiased evaluation of new raw materials helps the manufacturer as well as the user by eliminating duplication of work.

*Trainee program:*
Under this portion of the Institute's activities, laboratory and production personnel could be instructed in basic and advanced techniques. This would guarantee uniform progress in the cosmetic industry. In Germany, schools of this nature are very well attended and seem to fill the need. One could even visualize the granting of some kind of certificate or degree.

*Seal of approval:*
If the Institute has once established its competency and integrity, it could issue a seal of approval which would mean more than the approval of outside agencies.

As the Institute becomes recognized it could engage in additional activities, such as a referee in court cases, helping with advertisement claims and furnishing spe-

In the new Dodge & Olcott Product Development Laboratories, Herbert Kainik evaluates recent work on aerosol perfumes.

cialists in many fields. All in all, a Cosmetic Institute devoted to the general advance of the cosmetic industry is not only feasible but highly desirable.

***Active Cosmetics***

At present, when one speaks of active ingredients in cosmetics one thinks of the addition of drugs or potent chemicals to cosmetics. However, strong agents are not necessary since cosmetics are in constant contact with the skin. Therefore, only mildly active materials are needed. If possible, a large part of the cosmetic base should be beneficial.

Speaking of an active cosmetic in general, two questions have to be answered: 1) What do we aim at, and 2) Is there a chance to realize the goal? Briefly, the answer to the first question is the preservation or the regaining of a youthful skin.

The answer to the second question is more involved. There is definite evidence that youthful skin can be maintained to a ripe old age and that it is even possible with perseverance to regain a youthful skin provided that the ageing process has not gone too far.

> What are some of the facts which support this contention? On the same person there are parts of the skin in good condition and other parts in bad condition. This is clear evidence that the body is basically sound but that external conditions cause bad skin.
>
> Experiments in our laboratory show that most individual properties which can be measured can also be varied at will and shifted to values as they exist in a young skin. Ideally, if all characteristics which are found for youthful skin are recreated for an older skin, we have in effect a young skin.
>
> Finally, everybody knows many old people who have youthful skin and vice versa.

Since evidence indicates that proper cosmetics can benefit the health and appearance of the skin, active or corrective cosmetics should be formulated. Active ingredients can be selected from several sources. Considering the fact that cosmetics are applied continuously, it may be advisable to make use of naturally occurring raw materials. They are, as a rule, milder and safer and their activities are usually better balanced.

Their outstanding shortcomings are that they lack glamour and their activities are not readily measured or standardized. Furthermore, it would require some educational work to show the public that a mildly active but cumulative effect is to be preferred to the quick acting but much more dangerous potent drugs.

There is no lack of suitable materials, nature has provided us with many herbs, oils, fats and plant extracts which exert a slight but continuously beneficial influence on the skin.

The use of natural active materials in cosmetics will have at least two consequences, one good and one bad. It should be a relief to see that sickly white color of some cosmetics replaced by a healthy cream, yellow or brown color. However, a less desirable consequence of active materials in cosmetics will be the reduction in the shelf-life of such products.

***Reducing Spoilage***

In order to stretch the usual life of a cosmetic we have to eliminate from it all those factors which cause general spoilage or reduction in activity. Therefore, the cosmetic of the future will be compounded of only fresh raw materials, free of trace metals, bacteria, molds, enzymes and other agents which may cause early deterioration.

Furthermore, shelf-life can be extended by an improvement of the package which could be made of materials filtering out chemically active rays or being completely opaque. A nitrogen atmosphere within the container would eliminate deterioration due to oxidation.

The one shot package has many features to recommend it and may have to become more general than it is now. Still another solution to the reduced shelf-life is the use of the split package where the contents of two or more active materials are kept apart until the moment of use. A variation of the split package, in the case of a cream, would be an anhydrous cream which

through the addition of water becomes a finished product.

***Conclusion***

The maintenance of a basic research program is expensive and when done by individual companies is sketchy and subject to expensive duplication. One of the possible answers is the support of a central research organization by all the members of the cosmetic industry. The development of particular formulations based on fundamental facts would still be left to each company.

## Statistical Controls

STATISTICAL techniques and the management of a statistical control system were discussed. Such a system is essentially a device for improving quality and reducing cost, and as such must have the approval of top management and be "sold" to all key personnel down the line if it is to be effective and operate smoothly. The authors go into considerable detail in respect to the selection of the installer, the surveying of the proposed operation, and the plan of action. An actual case history is presented, covering the indoctrination and training of supervisory personnel, and giving the results of the project in "before and after" style as applied to filling and packaging operations. Sampling plans for incoming raw materials and supplies are discussed at some length. Emphasis is placed on the use of statistics in detecting causes of product variability, in establishing the limits of reliability of laboratory testing, and in planning experiments and interpreting results in a manner calculated to give maximum information at minimum expense.—*Abstract of T.G.A.-A.S.P. paper by Martin A. Brumbaugh, L. B. Dobie and W. C. Frey.*

## Application of Infrared Spectra to Perfume Chemistry

THE following conclusions were reached following a study of practical applications in the use of infrared spectrophotometry:

1. In the analysis of a mixture of two components, the accuracy of the infrared analysis depends upon the absorption characteristics of the components. The relative value of the spectral analysis versus analysis by odor depends upon the odor intensity as well as the spectral characteristics. When one component is present in small amounts in general it will be easier to detect by odor unless of course the odor is of low intensity.

2. A complicated mixture, such as is represented by a perfume oil, may be identified by the infrared spectrum. It appears that duplication of this spectrum is not possible without knowing and using the same formula and ingredients. These preliminary tests, while not sufficient in number to permit of definite conclusions, point to the likelihood that the infrared spectrum can serve to identify the authenticity of a perfume oil. —*Abstract of T.G.A.-A.S.P. paper by Ernst T. Theimer and Stanley K. Freeman.*

**The fellow out in front always has everybody else sniping at him.—*R. O. Eastman.***

## How Pharmaceutical Manufacturers Insure Adequate Shelf Life

THE steps being taken by the pharmaceutical industry to predict and insure adequate "shelf life" of its products were reported recently to the American Pharmaceutical Mfrs. Assn. in what was described as the first survey of its type.

Dr. Rudolph H. Blythe, Director of Pharmaceutical Chemistry of Smith, Kline & French Labs., noted that competitive conditions force the manufacturer to market new products before the slow "normal life" behavior of a product can be completely measured, so that the industry has had to devise a number of exaggerated conditions which subjected the product to short-term tests equivalent to longer periods of normalcy. The survey, Dr. Blythe said, therefore concentrated mostly on the exaggerated trials of new products.

The survey results, based on 40 replies which included most of the major manufacturers and many of the smaller ones, showed first that the greatest number of companies, 46%, consider two years to be the normal shelf life of their average product. 30% said three years, and 11% went so far as to consider five years the normal shelf life of their average product.

Dr. Blythe pointed out that these varying concepts of normal shelf life are readily accounted for by the fact that the various companies emphasize different types of products.

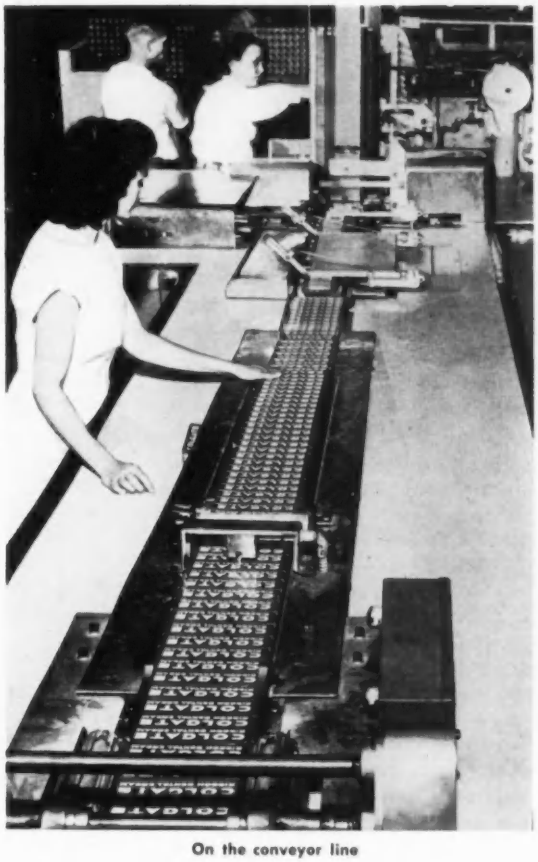
In testing the products under normal conditions, half of the companies follow them for at least a year, at room temperature; 40% at least up to two years; and 33% at least up to three years.

To predict long-term stability in a short period, research pharmacists use exaggerated conditions of storage, principally temperature, humidity, and light. These tests are carried out on products up to three months by 57%; six months by 42%, and a year by 20%. The nature of the product dictates the type and degree of testing. The survey showed that liquids are subjected to a wide range of temperature tests. Ointment testing avoids the extreme high temperatures, because there is no way to maintain stability when the melting point of the product is exceeded; on the other hand, ointments are tested at the freezing point, for there are ways of maintaining stability at this level. Tablets are tested mostly in the higher temperatures, because they are not injured by freezing but may crack or harden at higher temperatures. Humidity studies are applied mostly to tablets, which are subject to loss of their "finish" and general deterioration in overly humid circumstances. A variety of light studies are used —sunlight, ultra-violet, and special artificial lighting —and are applied mostly to liquids and to tablets with artificial coloring.

Field testing, Dr. Blythe reported, emphasizes storage in the warm, humid areas. Companies who send test batches to such areas are usually more concerned with the stability of tablets, rather than other forms.

Samson slew 10,000 Philistines with the jawbone of an ass. Every day as many sales are killed with the same weapon.—*The Deadline.*

# Panel Discussion of
# Therapeutic Dentifrices




On the conveyor line

## Is There a Therapeutic Dentifrice?

**THEORIES regarding the anticariogenic effectiveness of therapeutic dentifrices are so many and the known facts so few that the Council on Scientific Sessions decided to air the subject fully at the ninety-fourth annual session of the American Dental Association last September. This it did by presenting a crowded half-day symposium entitled "Is There a Therapeutic Dentifrice?" Invited to participate in the discussion were five of the country's leading research men who have devoted years of study to the relation of dentifrices to mouth health. Thomas J. Hill, chairman of the Council on Dental Therapeutics, moderated the discussion presented by the five researchers: Helmut A. Zander, Robert G. Kesel, John W. Hein, Leonard S. Fosdick and Albert H. Kniesner. The papers, discussion and conclusions of the symposium, which present the latest information on this important yet elusive subject, appear below.**

## Introduction

THOMAS J. HILL, D.D.S., CLEVELAND
*Professor of oral pathology, Western Reserve University.*

THE purpose of the following symposium is to review the available evidence and attempt to correlate that which appears to be in conflict, to evaluate the results in terms applicable to clinical practice and to make this information usable for dissemination to the public. To accomplish this, a panel of five well qualified men has been assigned specific subjects.

It is not expected that a final analysis will be reached but it is hoped that this discussion will give a true picture, based on present information, of what might be expected from dentifrices with claimed or reported therapeutic value.

Generally speaking, dentifrices are considered by law as cosmetic agents and their value is that of an aid, used in conjunction with a toothbrush and water, for cleansing the accessible surfaces of the teeth.

They usually are made by the mixture of an abrasive, a detergent, a flavoring agent and substances necessary to make them desirable pharmaceutical preparations. If by reason of these properties they are successful in removing bacteria or food residue from the teeth and consequently reduce the caries incidence, they do so by reason of their cleaning or cosmetic value and should not be considered as therapeutic agents. In this case, they serve the same purpose as hand soaps in the prevention of infections of the hands by the removal of surface contaminations.

Therapeutic dentifrices are tooth-cleaning agents which have incorporated in them some drug or chemical which by reason of its bactericidal, bacteriostatic, enzyme-inhibiting or acid-neutralizing qualities reduces the incidence of dental caries or aids in the control of periodontal disease.

As long as there has been a history of medicine, there has been a history of the use of therapeutic dentifrices. During the greater portion of this time, it has been believed that dentifrices, both of a semisolid and liquid

*Reprinted from The Journal of the American Dental Association, Volume 48, pages 1-32, January 1954. All expressions of opinion and all statements of supposed facts are published on the authority of the speaker and are not to be regarded as expressing the views of the American Dental Association unless such statements or opinions have been adopted by the Association.

nature, have had some therapeutic value and that they were instrumental in the prevention and cure of dental disease. The periodicity of this therapeutic implication of dentifrices is a historic record and there is reason to believe that, until there is a better understanding of the causative factors of dental caries and periodontal disease, there will be constantly recurring attempts to control oral disease by these measures. Around the turn of the century, new impetus was given to the therapeutic claim of these products and some of the present dentifrices were named after what was believed to be their active therapeutic ingredients. This is evidenced in the name of Pepsodent which originally contained pepsin and was believed to dissolve or digest the mucinous plaques from tooth surfaces.

Another dentifrice named after its active ingredient was Ipana because it originally contained ipicac or its alkaloid emetine hydrochloride. This was believed to be specific for the Endamoeba bucalis which was then thought to be related to periodontal disease. These ingredients have long since been removed from these dentifrices, but their names still carry an implication that they contain a therapeutic ingredient.

After the period just referred to, there was a rather uniform belief that the value of dentifrices was confined strictly to their cleaning, scouring or detergent value and emphasis was placed on the development of better abrasives and better detergents.

Within the last few years there has been another wave of enthusiasm built around the theory that it might be possible to change the bacterial flora, or to neutralize the products of bacteria, so that the decalcification of teeth by the production of acids might be prevented. All of the recent dentifrices thought to have therapeutic possibilities have had this as their basic principle; this applies to ammonia, penicillin, chlorophyll and various other materials which might act either as bactericidal or bacteriostatic agents or as enzyme inhibitors.

Regardless of the effectiveness of these agents which are discussed in the following articles, it is probable that many new agents will in the future be promoted for the control of dental caries and periodontal disease. The present dentifrices and those to be promoted in the future will have to be judged critically on the basis of the scientific evidence available and not on the basis of any popular appeal promoted in their behalf.

With the exception of the use of fluorine, all of the methods that have been suggested for dental caries control depend in part or in a large measure on the cooperation of the patient. It would appear then, that any method to control dental caries must be not only sound in theory and demonstrable by clinical investigation but also must be practical in office manipulation or effective under the usual and common conditions of home use.

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The several articles were: "Antibiotics in Dentifrices," H. A. Zander, D. D. S., Minneapolis; "Effect of Single Brushings with Combinations of Dibasic Ammonium Phosphate and Urea on Human Salivary Lactobacillus Counts," Robert G. Kesel, D. D. S., Joseph F. O'Donnell and Donald A. Wallace, Ph.D., Chicago; "Present Status of Chlorophyll Derivatives as Dental Therapeutic Agents," John W. Hein, D. M. D., Ph.D., Rochester, N. Y.; "Enzyme Inhibitory Agents," L. S. Fosdick, Ph.D., Chicago, Ill.; and "Efficacy of Medicated Dentifrices in the Practice of Dentistry," Albert H. Kniesner, D. D. S., Cleveland, Ohio.

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## Discussion

FOLLOWING the presentations of the five participants on the panel, the moderator declared a period of open discussion. Many members of the audience, estimated at about 1,800, took advantage of this period to ask the panelists to expand their views on certain aspects of the subject and to seek information on points not previously covered. Written questions, passed to the platform, were read and directed by Thomas J. Hill, moderator to the designated panelist. The more pertinent questions and their answers follow:

*Hill* • If I may, I am going to start on the questions. The first question is, "What is most effective as a dentifrice, a paste or powder?"

*Kesel* • I think that there have been some studies made which indicate that for cleansing properties a powder is more effective than a paste because of the fact that the cleansing agents are in a dry state and are not moistened or lubricated as in a paste vehicle. As far as use is concerned, I think individuals greatly prefer to use paste, and if one is depending on a dentifrice to get something into the mouth, probably patients get more of the paste and in a more satisfactory manner than they do when using a powder. Does that answer the question?

*Hill* • "Since ammoniated dentifrices increase the alkalinity of the mouth do they also increase calculus formation?"

*Kesel* • We have been concerned about that, and we have made observations to determine whether or not we are getting more calculus in the mouths of individuals who were using ammoniated materials. As yet we have not been able to detect any changes.

*Hill* • "Has it been determined in the United States and world-wide studies that certain bacteria are indigenous to the oral cavity as a well balanced harmonious system?" In other words, do we have a balanced oral flora that is advantageous?

*Kniesner* • Yes, I would think that as long as these myriads of organisms remain in a harmonious state in the mouth we consider that environment a state of health. A good example of upset of this harmony is given by some of the infections of the soft tissues, such as ulceromembranous gingivitis or Vincent's infection, in which organisms that are indigenous in the mouth go on a rampage because of a lowering of resistance. I would say that maintaining the harmony of the inhabitants of the mouth is an indication of good oral health.

*Kesel* • I believe that is a point that needs more consideration than it has received in the past. You ask if world-wide studies have been made on the subject. Offhand I can't think of any comparative studies that have been made on such a broad basis. I think they have checked the lactobacillus counts in Eskimos and other population groups. Dr. Fosdick has just checked them in the African Bushmen. But there are no correlated studies that I know of concerning total oral flora.

*Hill* • In other words, it is a question for which we do not have a complete answer.

The next question is, "Do anti-enzymes reduce the dental decay in hamsters?"

*Fosdick* • I believe there has been some work done on that at the University of Alabama. I imagine you would have to specify the inhibitor as several have been tested. For instance, penicillin, I believe, definitely did reduce caries in hamsters but the result from sarcosinate was questionable.

*Hill* • The same question has another part to it. "What is the difference between a regimented study and a carefully controlled clinical study?" I will answer that in order to save time. By the word "regimented" we should mean that the teeth are brushed under supervision, under regimentation. Of course a "carefully controlled study" is one that is set up with proper controls to compare with the experimental group.

The next question is "Do you think the anti-enzymes should be advocated to the public before they are thoroughly proved?"

*Fosdick* • I haven't decided yet whether or not they should be recommended to the public. Actually I believe they are going to work if they show no harmful effects and the toxicity is satisfactory. They have so many beneficial possibilities and can't do any harm. They might do a lot of good. I believe I would recommend them.

*Zander* • What do you mean by "recommend," Dr. Fosdick? Do you mean you would recommend them to dentists or to the general public through newspapers and magazines?

*Fosdick* • I merely said that I would recommend them.

*Zander* • If somebody goes out and says that this panel recommends the anti-enzymes, I want to be excepted from that recommendation.

*Fosdick* • I said that I, personally, think that they could be used without harm and I think they probably could do some good.

*Kesel* • I would like to go back to the problem of reporting or withholding experimental information. I think that scientists probably have an obligation to report what they are doing and what they have learned. I think they should do it before professional and scientific bodies and I don't think they should withhold information from those groups. On the other hand, I think that there should be some agency or some mechanism, either in the dental society or the Federal Trade Commission, or in the federal government somewhere, to see that the publication of the statements of the people who are responsible for the work are not misconstrued or amplified or go beyond the point that the scientists wish them to go. As far as I know now there is very little of that checked. In fact, I have never been called as an expert witness to testify before an official body as to whether I would support or object to claims being made for ammoniated dentifrices. I believe that is a problem on which the House of Delegates of the American Dental Association or the Council on Dental Therapeutics should take a positive position, and they should see if they can't initiate some action.

*Hill* • "Do you know that part of the enzyme system is blocked by the sarcosinates?"

*Fosdick* • No, I don't, but something has been done along that line. The problem is not completely solved yet, but there are indications that they block the hexokinase enzyme.

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*Hill* • "What is used for the clinical determination of the efficiency of chlorophyll in periodontal disease?"

*Hein* • I imagine that what the question is trying to get at is, what methods we have used to check this. McDonnell and Domalakes used a clinical examination and the PMA method of Massler and Schour. We have used, at Rochester, the method of Shourie and Day, checking the incidence of hyperemia, edema, proliferation and bleeding. I think it is strictly a clinical question. We have attempted to find some way of checking things like this in animals, but as yet I don't think we have any satisfactory animal we can use for laboratory work for gingival studies.

*Hill* • The question is relative. How would you estimate the correction of periodontal disease. How do you determine it—on the basis of inflammatory reaction?

*Hein* • Well, the studies that we have done have been confined to gingivitis and here we look for a change in the inflammatory reaction toward chronic forms and finally its elimination. This can best be noticed by signs of a decrease in hyperemia and edema, or if you have used the PMA method, you have a decrease in the attached and marginal areas toward the papillary areas and finally the elimination of those. I think that I would like to point out that anyone doing a gingival disease study would be very wise if they tried to make an attempt to rate each margin or papilla that has been examined on some sort of a severity scale because we also are interested in changes of degree. You are not only interested in a "yes" and "no" phenomenon, you

are also interested in improvement. I think you can pick up signs of improvement much better by using a severity scale.

*Hill* • "Your basis of assumption is that the glycolytic scheme is the only major pathway for glucose degradation in the mouth. Other scheme pathways are known, such as the hexose monophosphate shunt which can produce acids and which essentially circumvent the Meyerhof pathway." Will you comment on this briefly?

*Fosdick* • There are two or three schemes by which the carbohydrates can be degraded, and perhaps more. The only one that I know of that produces a lactate is the Meyerhof scheme, while the other schemes produce acids which are not particularly harmful for the tooth surface.

*Hill* • "Can a tooth paste with anti-enzymes be used and the patient have no fear of too much sweets?"

*Fosdick* • I certainly do not know the answer to that question. I do know that the enzyme inhibitors protect against a 50 per cent sugar solution on the tooth surfaces. There are other conditions. If thick viscous resin-like materials stay on the tooth surface for long periods of time you may not get protection. Furthermore, the ingestion of sweets is not simply a caries problem. I certainly would not recommend that you go on a sugar jag if you are using an enzyme inhibitor for the prevention of caries; you may end up with a very bad dietary deficiency.

*Hill* • "In at least one area in the United States a 5 ppm fluoride mouthwash is being prescribed as a caries preventive." What is the opinion of the panel as to the validity of this procedure?

*Kniesner* • I know of no published evidence indicating a dentifrice containing fluoride has resulted in the lowering of caries incidence in humans.

*Hein* • I think the use of such a mouthwash by adults could be seriously questioned mainly because we have so very little evidence regarding the effect of fluorides on adult caries. I think for children there is a possibility that it may have some beneficial effect. Recent work that Dr. Brudevold did at the Eastman Dental Dispensary with the low levels of fluoride suggests that 1 ppm solutions saturate the tooth surface very quickly *in vitro*, so it might be possible that a very dilute solution will saturate the tooth surface *in vivo*, but as clinical evidence is not yet behind us I think we should wait until experiments are concluded before the procedure is generally recommended.

*Zander* • I understand, Dr. Hein, that rinsing your mouth with a 5 per cent sodium fluoride solution has no effect whatsoever on caries.

*Hein* • In view of the present evidence, you are correct in emphasizing that my remarks are speculative, Dr. Zander.

*Hill* • "Does sodium bicarbonate affect the growth of acid-forming bacteria?"

*Kniesner* • Yes it does, and it was shown by Bruckner, I think, that it will affect the lactobacillus counts. I threatened at one time to give a paper at a research meeting. One might make a lot of enemies doing it, but if I had a paper entitled, "The effect of certain hydrocarbons on the numbers of oral lactobacillus," I could pick out some kind of a gasoline with some diluent and rinse my mouth with it, which I know would effect a lowered lactobacillus count. In fact, I happen to smoke a pipe and cigars and after I do I don't think any self-respecting bacteria would stay in my mouth.

*Hill* • "Should the mouth be rinsed vigorously after the use of an anti-enzyme tooth paste?"

*Fosdick* • I suppose it could be. I see no necessity for not rinsing. These things are absorbed quite rapidly and I, personally, when I brush my teeth, rinse my mouth afterwards. If you don't particularly care to do so, it is not necessary. Either way, I think the idea is to have these materials come in contact with the tooth surface for a short period of time after which, from then on, they can't be washed off readily.

*Hill* • "If dental plaques are so important when considering the etiology of caries, why have not the past enzyme inhibitors including vitamin K, urea, penicillin, and so on, truly reduced the incidence of dental caries since they have been shown to combine with the dental plaque material?"

*Fosdick* • I have not seen any evidence to indicate that vitamin K, ammonia, urea or chlorophyll will combine with the dental plaque. In fact, we have evidence to indicate that probably the reason they don't work is that they don't combine with a dental plaque and are not retained in the mouth for more than 20 to 30 minutes.

*Hill* • "Do the enzyme inhibitor materials have any effect on the natural digestive enzymes of the mouth? I believe that ptyalin is one of the important oral enzymes. Does it affect this enzyme?"

*Fosdick* • I think you will have to be more specific in your question because many of the enzyme inhibitors do affect oral enzymes and gastric enzymes. As far as we can find out through toxicity experiments on animals no harmful effects have been observed.

*Hill* • "Where do the manufacturers of tooth pastes get their figures, with mostly animal experiments and little clinical evidence?" I think that is a fairly general question. Perhaps I can answer that myself—it varies greatly from one manufacturer to another. The next question is: "How do the lay articles on anti-enzyme dentifrices obtain their data on the effectiveness of the clinical studies? I think they don't."

*Fosdick* • If they have obtained data on clinical studies these studies were performed by someone other than myself. I have not seen any data to that effect as yet, and I don't have my own data as yet.

*Hill* • "What are the influences of these conflicting tooth paste claims on the fluoridation program? If these claims are to be believed, they tend to decrease the need for fluoridation."

*Fosdick* • I would like to comment on that. It seems to me that if we will accept the acid theory of tooth decay, then an ideal combination would be the fluoridation of water which will make the tooth more insoluble toward acid, and the use of some procedure whereby we can reduce acid formation. Under those conditions we will have some sort of a synergistic action where the results are additive. I think that would be a very fine idea.

*Zander* • I think it is unfair to mix up anti-enzymes and fluoridation in this discussion, just as I think it was unfair in the *Saturday Evening Post* article to combine these two problems.

There are some excellent clinical studies going on all over the country on what fluoridation of water sup-

plies will do in the prevention of dental caries. My knowledge of anti-enzymes comes from what I read in the *Journal of Dental Research*, what I have heard today, and what I read in the *Saturday Evening Post* and other journals. The *Post* article stated that clinical studies had been started and were under way on telephone operators and college students. These studies and studies on fluoridation are two things that are, as far as I am concerned, as far apart as night and day. We, the dental profession—and I like to be identified with the dental profession—have spent a lot of time and effort in educating the public through dental research by setting up controlled studies; for example, on public health measures like fluoridation of water supplies for the prevention of dental caries. In such a study, in which we start on children at birth, we can study them for years to come. Most of these studies have been set up for 10 years, and many of them have been going for from 6 to 7 years. To compare such a study on young growing children with a study on several thousand telephone workers and college students is confusing the issue, I think. The adults in the latter study have already had most of their caries experience and cannot be compared because no two have the same number of restorations or open carious lesions in their mouths. To compare these two types of studies and mix them together is, I think, confusing the issue.

*Fosdick* · I did not say that this point was settled. I said that if we believe in the acid theory of dental caries, then there should be a synergistic action because I believe, and I think a lot of people believe, that if it could be possible to decrease the rate of acid formation and at the same time make the tooth more resistant to acid, we would certainly have a very fine combination. I am not saying that the enzyme inhibitors will do that, but that from a theoretical point of view they should. I am not trying to detract from the public health studies on fluorides, but if we could get a substance that would decrease the rate of acid formation on the tooth surface and at the same time make the tooth surface more resistant to acids we would have a synergistic effect.

*Kniesner* · I think I know what may have been going on in the mind of the questioner. It may be something like this: Since all these claims are put into such an attractive form to the public, will it adversely affect the program of artificial fluoridation of water which is certainly not complete in the country? Is there a need, therefore, for fluoridation when the anti-enzymes will take care of it in time? If this is not true, it makes you think that the advertising campaign for the dentifrices is much more attractively presented than the fluoridation program with all its data which is acceptable.

*Hill* · May I remind you, gentlemen, that fluorine is an enzyme inhibitor too, so it is not entirely separate.

I will have time for just one more question, I think. "Since you all seem to infer that dental caries is entirely and completely lactobacillus and sugar all your references are in that direction. Can other organisms and vitamins contribute?"

*Kesel* · I believe that there are many things that contribute to the caries picture, including other organisms and other food nutritional elements. However, I think a tangible means that we have available and that has been shown time and time again to be correlated with caries activity is the lactobacillus count and sugar consumption and until there is better evidence which will eliminate these agents from the caries picture I think we will have to accept them as etiologic agents or at least as associated with the etiology of the disease.

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## Summary

THOMAS J. HILL, CLEVELAND

I HAVE prepared a short summary of what the speakers have said and wish to discuss certain points.

***Penicillin***

Dr. Zander's excellent discussion on the use of antibiotics in dentifrices leaves the impression that this is not a desirable method of applying therapeutic agents. Perhaps it would be well to leave this part of the discussion at this point were it not for the implication that were these dentifrices used as directed, they might have greater value. Both Dr. Zander and Dr. Fosdick suggest that, in selected cases of rampant caries under proper dental supervision, this dentifrice may have value as a therapeutic agent.

Both Dr. Zander and I and my co-workers have conducted clinical experiments using penicillin dentifrices. Dr. Zander's experiment resulted in better than a 40 per cent control of caries and we accomplished no control in an unregimented experiment, and a questionable or borderline control with a regimented program. It is difficult to correlate these investigations. Dr. Zander and I are seeking an explanation of these differences. The unregimented experiment which Dr. Kniesner and I conducted perhaps represents something near the unregimented use by the public.

The regimented experiment which I conducted that gave a 10 to 15 per cent control was on the borderline of being statistically significant. It has been suggested that this experiment might have had a better result if

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a form of penicillin more soluble than the procaine salt or a vehicle other than oil had been used. This does not appear to be a valid criticism for the following reason. Dr. Zander has stated that the theory behind a penicillin dentifrice is its antibacterial effect on the oral flora known to be associated with the production of acids. Dr. Fosdick has said essentially the same thing; that is, that the value of penicillin in a dentifrice is due to the interference of metabolism of bacteria within the dental plaque. Inasmuch as the development of resistant strains of organisms has been essentially the same regardless of the penicillin salt or the vehicle used, it would appear that its effects on bacteria and on bacteria metabolism are comparable.

I agree with Dr. Zander that the development of sensitivities does not appear to be an important problem, and that at present there is some question that the penicillin-resistant organisms that have developed during these experiments is of great clinical significance. It must be admitted, however, that the development of resistant strains of oral streptococci, particularly the hemolytic streptococci, is undesirable and of some potential danger. Inasmuch as the evidence of the value of a penicillin dentifrice is not conclusive, it would appear that its use is at best experimental and accompanied by potential dangers. It may be concluded, then, that regardless of its possible value in selected cases of rampant caries, a penicillin dentifrice in the hands of the public does not offer a practical method of dental caries control.

***Ammonia***

The paper on ammonia by Dr. Kesel is more in the nature of new evidence of the usefulness of ammonia than a survey of the present status. It would appear that there has been little change in the status of this material as an ingredient of dentifrices. The evidence presented by Dr. Kesel deals entirely with its influence on lactobacillus counts and not on caries control *per se*. Such evidence should be accepted at its value and for what it contributes toward the study of mouth flora. Dr. Kesel did not intend to imply that this evidence established its value as a therapeutic dentifrice.

***Chlorophyll Derivatives***

Dr. Hein's paper shows clearly the difficulty of making an accurate evaluation of the chlorophyll derivatives in a therapeutic dentifrice. The variability in chlorophyllin products applies to purity rating, copper content, ability to inhibit acid formation and ability to deodorize. This may well account for the conflicting evidence of their usefulness. Dr. Hein significantly points out that caries control must be based on clinical demonstration. He states that the usual screening tests to determine the bacteriostatic influence, the power to inhibit acid formation, the effect on lactobacillus counts and on the depression of dental caries rate in laboratory animals are not adequate to allow one to judge their ability to decrease the dental caries rate in humans. A demonstration of their value in dental caries control is lacking up to the present.

The evidence regarding their value in a dentifrice for the prevention or control of gingival disease likewise is conflicting, and further work with more standardized products is needed in order to establish their

value. Dr. Hein states that some chlorophyll derivatives do have deodorizing properties when proper concentrations are used. He suggests that much additional work is needed before the therapeutic value in a dentifrice is established.

***Enzyme Inhibitors***

The theory that dental caries could be inhibited or controlled by the use of an enzyme inhibitor in dentifrices is an intriguing and fascinating speculation. However, this theory should be viewed in the cold light of critical analysis.

Perhaps it would be well to consider for a moment what is meant by the acidogenic theory of dental caries. There seems to be ample evidence that people who are susceptible to caries have a different bacterial flora from those that are resistant. This would indicate that the acids formed by carbohydrate degradation are associated with bacteria or bacterial metabolism. My conception of this process is that these enzymes are not liberated by bacteria to produce the acids by a chemical process which proceeds within the saliva outside the cells, but that the acids are formed as a product or by-product of bacterial metabolism and are formed within the cell bodies. This is a process similar to metabolism of carbohydrates in the human body. If one of these systems of carbohydrate degradation can be blocked, the organism becomes inactive or dies.

There are many substances known that have the ability to block the common pathway of enzyme metabolism. Examples of these are menadione (vitamin K), glyceric aldehyde and penicillin. Two questions arise. First, can substances be found that will prevent glycolysis in bacteria but will not cause a similar interference with metabolism in the human host. Second, it is known that in the use of antibiotics when one pathway of metabolism is blocked, some organisms are capable of establishing a new pathway of metabolism by using a different system of enzymes. In this manner a strain of bacteria which would be resistant to the enzyme inhibitor could become prevalent in the mouth.

The problem naturally arises as to whether such a method of caries control would develop a different strain of organisms in the mouth with a different system of enzyme that would produce acids by an equally good method of glycolysis.

Enzyme inhibitors are an extremely interesting possibility for therapeutic dentifrices, but their *in vitro* demonstration will have to be augmented by proof of their safety and by clinical evidence of their continued efficiency in the control of dental caries.

Perhaps this symposium could be summarized as follows: There is some evidence that the bacterial flora of the mouth can be affected or influenced by the incorporation of various substances within dentifrices. It is not definitely established that the effect on the bacterial flora is of a permanent nature, nor is it definitely established that dentifrices as used by the public materially decrease the dental caries rate because of any specific therapeutic substance incorporated in them. It would appear that the present advertising claims of dentifrices are inclined to lead the public to put too much faith in some incorporated ingredient rather than on the prophylactic value of the dentifrice.

In the final analysis, therapeutic dentifrices are at-


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tempts to prevent disease by the constant use of drugs. This is not the usual way to control diseases. Historically, success in the control of various diseases has been by eradication of the specific causative organisms, by the elimination of their carriers, or by raising the resistance or immunity of the host to the organism causing the disease.

All methods which depend on the constant use of drugs, regardless of their effective value, must be considered substitutes for a better understanding of resistance and susceptibility, for a better understanding of the host-parasite relationship which makes these diseases possible.

With the exception of the use of fluorides, all the methods that have been advocated for dental caries control depend in part or in a large measure on the cooperation of the patient. It would apear, then, that any method to control dental caries must be not only sound in theory and demonstrable by clinical investigation but must be practical in office manipulation and effective under the common or usual conditions of use.

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## Cosmetic Excise Tax Collections

COSMETIC excise tax collections in 1952 and 1953, and through April, 1954 are given in the following table:

| | *1954* | *1953* | *1952* |
|---|---|---|---|
| *January* | $ 8,147,000 | $13,123,480 | $11,547,853 |
| *February* | 29,489,000 | 13,859,961 | 14,338,420 |
| *March* | 1,957,000 | 7,805,077 | 7,248,879 |
| *April* | 6,503,000 | 9,236,101 | 8,218,865 |
| *May* | 20,733,000 | 9,286,470 | 9,174,622 |
| *June* | | 8,875,000 | 8,253,649 |
| *July* | | 9,996,000 | 9,357,443 |
| *August* | | 5,964,000 | 8,849,488 |
| *September* | | 370,000 | 8,523,241 |
| *October* | | 8,204,000 | 8,439,370 |
| *November* | | 19,912,000 | 7,878,976 |
| *December* | | 536,000 | 10,432,117 |

*It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.*

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There's a simple way to keep up with the Joneses: Just slow down and soon you will meet them coming back.—*The Item.*

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Public spending for goods and services in 1954 will top the 1953 record of some $230 billion.—Dr. *Charles F. Roos, Econometric Institute.*

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As a marketer of a new product beware of your personal likes, dislikes and prejudices. What you will want to know about the product is "Will the prospective purchaser like it?" not whether or not you do.—*Kenneth Groesbeck.*

## Colour and Colour Vision

PROF. W. D. WRIGHT*

THE colour of a surface is determined physically by its spectral reflection, but while the appearance of a surface can be roughly assessed in this way, knowing the colours in the spectrum, account must be taken of the way the eye integrates the different parts of the spectrum reflected by a surface. Colour matching experiments strongly suggest that there are three types of colour sensitive receptor in the retina, and an international system of colour measurement has been established on the basis of three-colour mixture and matching.

Colour is thus produced (a) by a light stimulus having some particular spectral composition, (b) by the reaction of the light with the retinal receptors and (c) by the reaction in the brain caused by the signals from the retina. The colour perceived may be modified by changes in the state of adaptation of the observer's eyes or by the contrast conditions, even though the light stimulus is unchanged.

Under some conditions, adaptation can largely compensate for changes in quality of illumination e.g. between tungsten lighting and daylight, so that many familiar objects exhibit a marked degree of colour constancy with change in the lighting. Some coloured materials, however, and especially those with a high reflection band at the far red end of the spectrum, exhibit striking colour changes. The colour rendering of fluo rescent lamps poses a special problem on account of the presence of the mercury lines in its spectrum, accompanied, very often, by a deficiency of energy at the red end of the spectrum.

The ability to discriminate colours varies to some extent from one observer to another and is particularly poor with persons having defective colour vision. The observing conditions, e.g. illumination level, area of the samples, proximity of the samples in space and time, etc., also have a marked effect. Tolerances for the colour of signal glasses have been laid down, but in some industries, e.g. the dyeing industry, the precision of matching is very high indeed, and the specification of tolerances would be difficult.

The application of colour science to cosmetics includes the colour specification of the cosmetics, colour control in their production, the limitation in the number of different colors of a given product that could be distinguished by the customer, the effect of fluorescent lighting on the colour rendering of complexions, and the possibility of producing cosmetics which are colour stable under different illuminations.

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Depreciating the ability of men who do things that you cannot do, or who do them better than you can do them is merely a form of inferiority complex.—*Phoenix Flame.*

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To achieve success, start at the bottom and wake up. —*The Item.*

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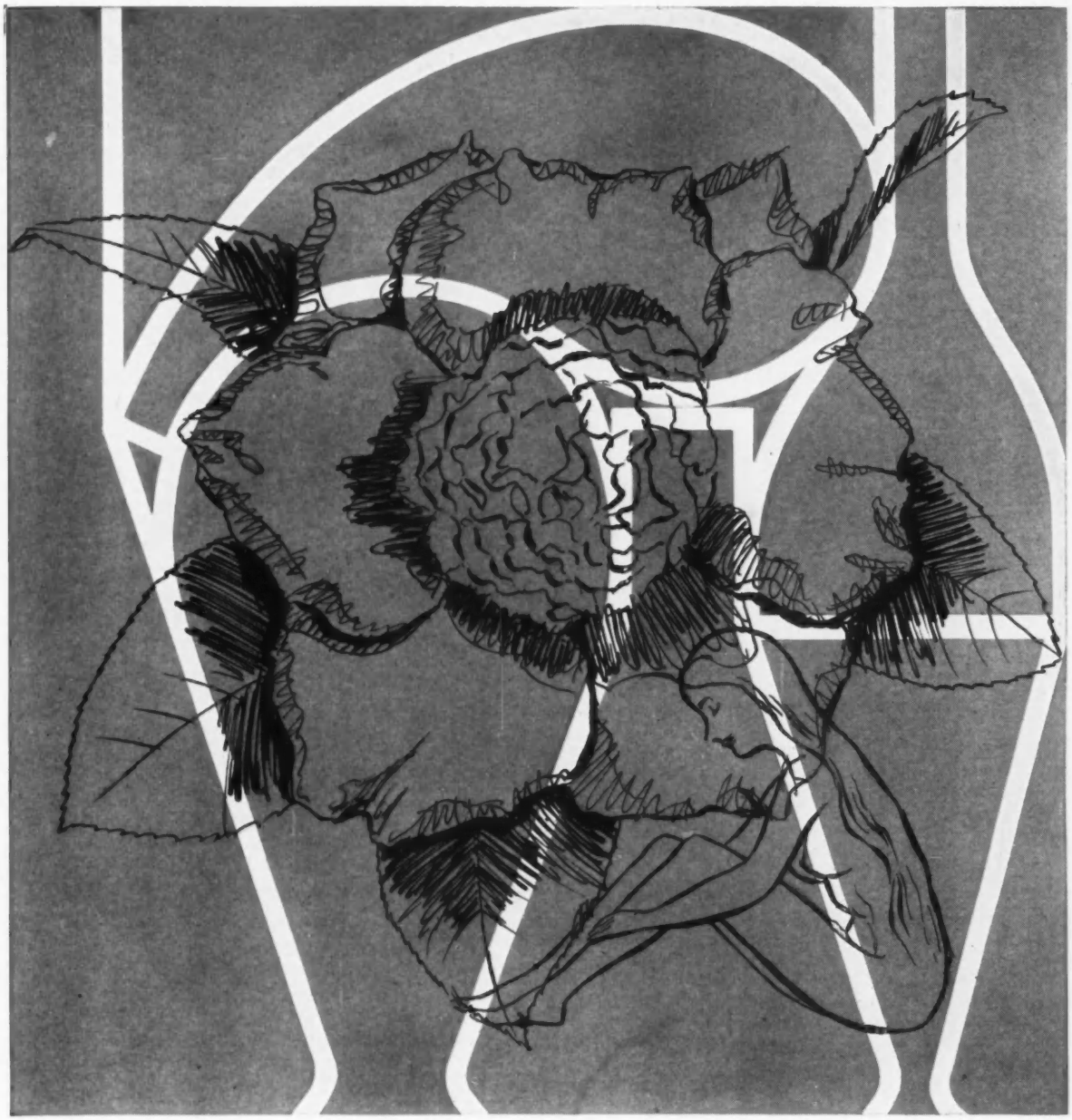
* Summary of lecture before Society of Cosmetic Chemists of Great Britain.



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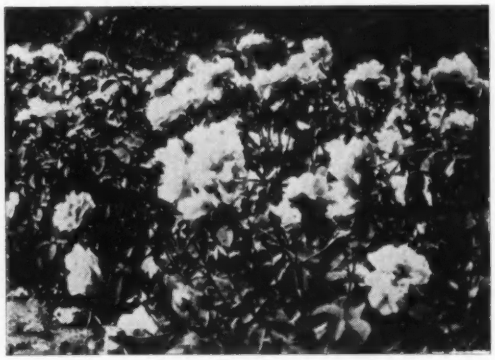
GUSTAVO MARANCA:*

# Italian May Roses and the Perfume in their Leaves



A LOVELY new fragrance, with not the slightest trace of its springtime note to be found in the vast—chemical and literary—reservoirs of the perfumery profession, has been detected in the leaves of Italian May Roses. So far, the author's research on this product has been carried out with simple apparatus only, but the extracts hold the promise of an unusually attractive rose perfume waiting for further development and utilization.

Since his early childhood the author had realized that the leaves of roses—almost all varieties cultivated in the gardens of his country—exhaled a specific fragrance. Definitely, this wasn't merely an herbaceous note but a specific, and surprisingly pleasant, odor. One day he noticed that the sepals of a rose variety growing almost spontaneously in his garden, held a powerful fragrance. All the time since 1941, he cultivated May Roses—the so-called "thorny" variety—and after each harvest his hands carried the characteristic odor of the sepals. Whenever he walked by the rose bushes he smelled the leaf, and sepal, perfume and even the lops spread out for drying in the sun before serving as fuel, exhaled the same odor.

The gloves worn by workers in the plantation attracted an intense odor of May Rose leaves and held it so long as they lasted. As time went on, this "glove perfume" acquired an increasingly pleasant note of its own by losing its geranium-type top-note which—in its initial stages—had resembled the fragrance of Pelargonium odoratissimum, or "Malva de Spagna," as Italians will call it.

One day in 1948, by the end of the Maytime blossoming season, the author lopped off about 450 lbs. of twigs and—for curiosity's sake—distilled them under water-vapor. The result was plainly negative. Then, solvent extraction was tried, with a small series of copper extractors and trichloro-ethylene employed. A surprisingly high yield in concrete was recovered—a solid, easy-to-break wax in an olive green shade, exhaling the specific rose leaf odor. However, this product also included the odor of the solvent, even after an alcohol wash had been introduced by the end of solvent evaporation, and after the concrete had been subjected to evaporation for several hours, in a water bath.

The absolute was recovered by dissolving the concrete in alcohol of 50° C. The limpid solution produced this way was dark olive-green in color, and only a fraction of the concrete—almost liquefied at the given temperature—remained undissolved in the bottom of the flask.

When the limpid alcohol solution had been decanted and cooled, a waxy, jelly-type, voluminous substance precipitated. However, separation of the liquids and solids proved easier to achieve by trituration of the concrete with alcohol, decantation, and a wash over filter paper. Both of these methods yielded a pale-colored substance indicative of beeswax, with a melting point of 57° C.

By washing the concrete with alcohol which is, afterwards, distilled off under low pressure, a heavy-pouring, grass-colored liquid is recovered at a rate of 50%. It exhales the attractive odor of May Rose leaves.

By adding ethylene-glycol to the concrete, a liquid heavier than glycol was recovered which—finally—produced a suspension of droplets in the fluid. At this stage, the glycol compound was exhausted with sulfuric ether and evaporated in the open air; the yield was an oil of higher specific weight than the glycol and a very pale green in color—a characteristic rose leaf perfume and by far the most attractive odor note achieved in the entire sequence of experiments.

A drop of the pale green oil on blotters smells unattractive at first; however, it improves to a surprising extent in about one week's aging. Comparative tests on

(*Continued on page* 35)

* Source: "Industrie de la Parfumerie," Paris, Vol. 3 No. 11, pp. 360-61 ——Condensed from French by M. Neurath.

1) Langlais, P. & Bollinger, L. J. Recherches dans la domaine des parfums naturels, Ind. Parf., 1947, Vol. 2 No. 3, pp. 78-82, March.

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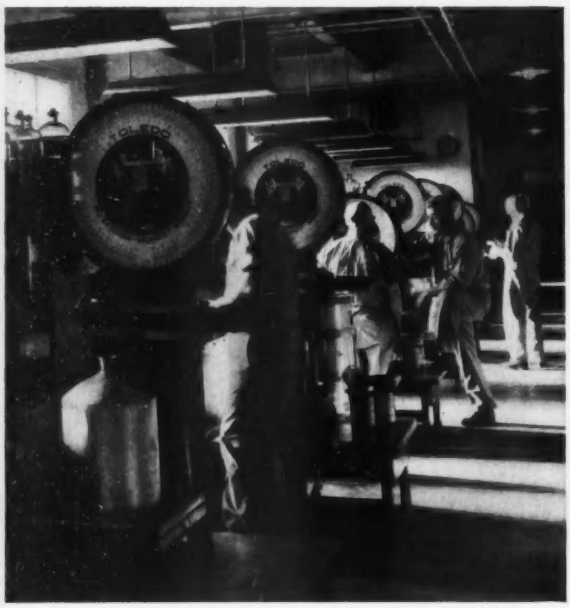

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# Olfaction Discussed by A.S.T.M.

By

EDWARD SAGARIN

The author instructs subjects in an odor evaluation test.

LAST YEAR, through the cooperation of the New York Academy of Sciences, the Association of Heating and Ventilating Engineers, and other individuals and groups, odor was the order of the day through one of the most ambitious and interesting conferences that odorwise people have ever attended. For two days and at least one evening, psychologists, chemists, perfumers, physiologists, ventilating engineers, and many others, discussed odor from every viewpoint: what it is, how to measure it, how to classify, control, create, and eradicate it.

This year again saw an odor conference, less ambitious, on a smaller scale, but certainly not less interesting. The American Society for Testing Materials sponsored the conference, or rather, to be more exact, the A.S.T.M. devoted one of its sessions, at its 57th annual meeting, to the problem of odor. Thus, a group that had been in the forefront of efforts to define, to measure, and to standardize, finally took recognition of a property that, up to now, has been virtually immeasurable and certainly outside the scope of the ordinary methods of standardization.

### *Session on Odor*

Held in Chicago during the week of June 14, the sessions on odor took place on the afternoon and the evening of the second day of the A.S.T.M. convention. Chairman of the first part of the meeting was Amos Turk, consulting chemist and authority on air pollution, who was undoubtedly the prime mover in the organization of this session and whose activities in the field of odor research have gained him wide recognition. Mr. Turk opened thhe meeting with some introductory remarks on the background of the conference, and he was followed by the reading of the writer's paper.* Entitled, "Odor: A Proposal for Some Basic Definitions," the writer put forth the viewpoint that odor has no independent existence, but exists rather as a relationship between the stimulus and the perceptor. Hence, if the stimulus is not received, a material cannot be said to have odor or to be odorous. "Odor is not a property inherent in a substance," the writer contends. "It is rather a quality that exists by virtue of a relationship between the perceiver and the material. The molecular configurations which are associated with odoriferous materials may have physical existence in their volatilized forms, but no substance has odor except for that animal or human capable of perceiving it. Thus it is perfectly plausible that a material be odorless for humans and still be odorous for dogs; and it is even possible for a substance to be odorless for some humans and not for others."

The second paper of the morning session was entitled, "Catalytic Method of Measuring Hydrocarbon Concentrations in Industrial Exhaust Fumes," and was presented by R. J. Ruff of the Catalytic Combustion Corporation. Because of the relatively minor interest in the perfume and cosmetic industries in the subject of this paper, it is mentioned here only by name.

The morning session was concluded by a paper presented by Nicholas Deininger and Russell W. McKinley of Arthur D. Little, Inc., on "The Design, Construc-

* The writer is indebted to Mr. George Kolar of Kolar Laboratories, for his kindness in reading the above-mentioned paper.

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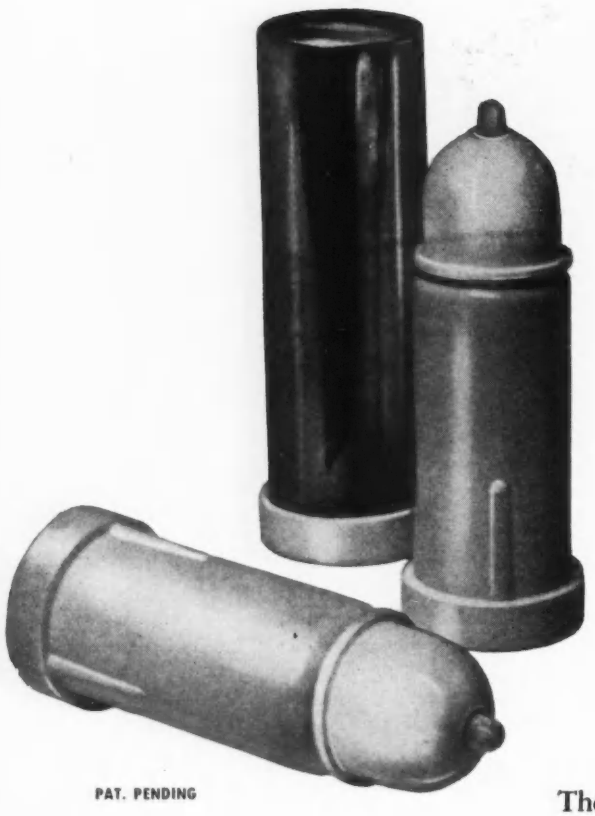

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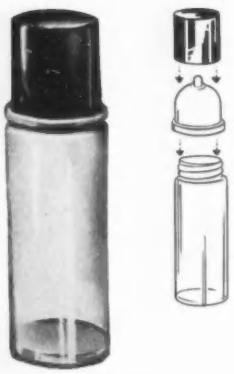

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tion, and Use of an Odor Test Room." From the viewpoint of accurate odor testing (which, in the last analysis, is the specific interest of a group like A.S.T.M.), the importance of the test room cannot be overemphasized, and it is hoped that the Arthur D. Little work will be widely studied.

***Controlling Undesirable Odors in Aircraft***

The odor symposium continued in the evening, with a contribution from A. Haldane Gee of Foster D. Snell, Inc., entitled, "Organoleptic Appraisal of Three-Component Mixtures." It is interesting that the work was undertaken as part of a program for the United States Air Force, in connection with the control of undesirable odors in hospital aircraft. A method of evaluation was presented in detail, using a simple scoring system, with several observers, each being confined to a single sniff, and permitting the observer to make half-score marks if he is in doubt. The use of ozone, masking aldehydes, and other methods of combatting malodors was discussed both by Mr. Gee and the audience.

Although air pollution seems to be far afield from olfaction as it is being studied by perfume and cosmetic specialists, it is today clearly understood that the total odor problem requires for its solution the efforts of many industries, many scientific disciplines, many technological specialists. It is from this point of view that readers would do well to study with care a contribution, "Odor Pollution from the Official's Viewpoint," by Charles W. Gruber, the chief smoke inspector of the Bureau of Smoke Inspection, of Cincinnati.

***Odor Control Methods***

In this brief report and summary of the conference, we should like to focus the greatest attention on the final paper of the evening, given by the above-mentioned Amos Turk, and entitled, "Odor Control Methods: A Critical Review." Reviews are always helpful, critical reviews doubly so. Mr. Turk starts with a statement that methods for odor control by treatment of the odorous air (again, air pollution is the special interest) can be classified in four groups: combustion, adsorption, absorption, and odor modification. Other methods may also be used, designed to control the odors by reducing or actually eliminating their source, or by diluting the air before it can be smelled; but Mr. Turk confined his paper to the four methods of treatment of the air.

Odor control by combustion is based upon the observation that most odorants can be oxidized to final products that are odorless; while this is true, Mr. Turk points out that in some cases only partial oxidation may take place, actually resulting in increased rather than diminished odor.

Absorption may be a suitable and desirable method of odor control, Mr. Turk contends, "where odorous vapors are soluble or emulsifiable in a liquid, with or without chemical reaction." Adsorption, on the other hand, is more widely used, because of the widespread interest in activated carbon as the sorbent. Because activated carbon is electrically nonpolar, it is capable, he points out, of preferentially adsorbing organic material. In fact, "previously adsorbed moisture will be displaced from the carbon surface as organic gases and vapors are adsorbed."

Odor modification, according to Mr. Turk's paper, can be effected by either or a combination of two mechanisms: reduction of psychological odor intensity, which he terms counteraction, or increase of psychological acceptability of the odor, which he terms true modification or masking. If the counteraction is carried to virtually complete point, he would speak of this as odor neutralization or odor cancellation. For counteraction, he cites literature to demonstrate that there are "odor pairs," or odorous materials which, in given proportions, render a mixture virtually odorless. Rubber and paraffin constitute one such pair, rubber and cedarwood another. Odor masking is somewhat dissimilar in its objective to counteraction, but alike in its operational character. Probably, all efforts at counteraction are also accomplished with a certain amount of masking.

At the risk of being redundant, the writer would like to emphasize that the recognition of odor by the A.S.T.M., the placing of an odor conference on its agenda, symbolizes the ever-increasing interest in this subject on the part of American science and industry. This fact may prove more important than any one paper presented at the conference; certainly far more important than my own.

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## Italian May Roses and the Perfume in their Leaves

(*Continued from page* 32)

sufficiently important quantities of rose leaves would be of interest and ought to be conducted to determine the physical, chemical, and organoleptic characteristics of the oil.

Based on the work of P. Langlais and L. Bollinger (1) and their comparative tests to show the action of chloroform and sulfuric ether on the decomposition of jasmin glucosides, it can be presumed that trichloroethylene might act in a similar manner. This was found to be true, since May Rose leaves extracted with petrolic ether yielded no perfume at all.

The leaf perfume might initiate new hypotheses on the origin of rose leaf fragrances and, even, of the Rose Blossom perfume as such. If a perfume is present in the leaves—either one that is already complete in all its features, or one "in status nascendi" originated by leaf glucosides under the action of ferments—then, the question is pending whether (a) the entire perfume flows up into the flowers, or (b) only its raw materials are doing so; and whether (c) the Rose blossom further refines the leaf essence or (d) it develops a fragrance based on a different source and entirely its own.

Imagination—"a powerful helper in the study of natural phenomenons where scientific thought guides it, and exact science controls the results"—asks these questions. The answer—yet to be found—might solve one of the miracles of nature and serve both science and business.

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Young men win them with a wink; older suitors mention mink.—*The Item.*

# Chemical Abstracts

**The Effect of Added Water on the Stability at 50 Degrees of Hydrogen Peroxide-Glycerol Solutions with and without Oxine:** Ethan Allan Brown and Wilfred Krabek (Tufts M d. Schook, Boston, Mass.). J. Am. Pharm. Assoc. 40, 294-6(1951). At 50°, $H_2O_2$ solns. (I) contg. glycerol (II) show increased stability with increasing $H_2O$ content, an effect markedly enhanced by the presence of oxine (8-hydroxyquinoline) (III) Solns. of I without III show min. stability with com. II without added $H_2O$, the stability increasing with amts. of added $H_2O$ up to 70%. Anhyd. II has a somewhat better stabilizing action than com. II. C.A. *45*, 16, 7297(1951)

**Cosmetics:** Laboratories Rex (S.ar.l). Fr. 942,355, Feb. 7, 1949. Cosmetic oils and creams contain p-$NH_2C6H_4COOH$ which absorbs ultraviolet light and gives protection against the sun. A compn. consists of lanolin 3, vaseline 3, vaseline oil 1 part, and p-$NH_2C6H_4COOH$ 3%.

**Cold Creams, Cleansing Creams, and "Skin Foods"; a Short Review of These Cosmetics:** (*C.A. 44, #22,* 11037, 1950) C. J. Elliot, Australasion J. Pharm. *31,* 111-12(1950) Formulations and methods for prepn. are discussed.

**Hard Surface Cleaners:** J. C. Harris (Monsanto Chemical Co., St. Louis, Mo.) Soap Sanit. Chemicals 27, No. 6, 49, 51, 53, 57, No. 7, 38-9, 137 (1951). A review of the theory of cleaning hard surfaces and a comparison with methods and evaluation of products in textile cleaning. Some of the factors in hard surface cleaning include free surface energy, electrostatic charge, ion exchange capacity, chemical reactivity of surface, specific surface area and roughness of surface. The results of tests using standard detergents and standard soiled test panels indicate that the chemical structure of the detergent is less important in painted surface cleaning than in textile detergency, but solution concentration is very important. Flat surface cleaning requires lesser amounts and higher concentrations.

**The Determination of the Degree of Effectiveness of Cold-Wave Solutions:** Adolft Schnitzler (Geesthacth, Ger.). Seifen-Ole-Fette-Wachse 77, 143-5 (1951). The detn. of the curling effect and possible damage to the hair are discussed. Chem. analyses of 2 prepns. are given. C.A. *45*, 16, 7298 (1051)

**Disinfectant Containing a Corrosion Inhibitor.** Sven C. Johansson. U.S. 2,575,731, Nov. 20, 1951. Bactericidal agents which may be corrosive to metals in aq. soln. are mixed with a hydroxybenzoic acid contg. 1 or more $NO_2$ groups as a corrosion inhibitor. Esters and salts, especially the Li salts, are the preferred forms. C.A. *46*, 4, 1723,(1952).

**The Examination of Liquid Paraffin.** Malik Zafir (P.B. 776, Istanbul). Folia. Pharm. 2, No. 1, 21-24(1951) (in French). A review of the examn. of liquid paraffin used for pharmaceutical purposes. For detection of thiophenols and their oxidation products treatment with $H_2SO_4$ contg. small amts. of $HNO_3$(violet color) and for the detection of isatin the indophenol reaction are recommended. C.A. *46*, 4, 1713,(1952).

**Preserving Foods by Addition of Gallates.** Frederik D. Tollenaar (to Netherlandsche Centrale Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek). U.S. 2,586,274, Feb. 19, 1952. From 0.005 to 0.030% of gallic acid esters of aliphatic alcs. having 8-12 C atoms are incorporated in foods which require protection from attacks of fungi, including such foods as butter, margarine, coconut oil, palm-kernel oil, rye bread, cake and similar baked products contg. more than 10% moisture, smoked fish, meat, salad dressing, eggs and chocolate products. These esters also retard the oxidation of fats and oils, though their action is somewhat less intense than that of the lower esters commonly used as antioxidants, such as the methyl, ethyl, and propyl esters. C.A. *46*, 9, 4142(1952).

**Treatment of Bentonite to Impart to It Detergent Properties.** Paolo Antonio Lo Balbo. Ital. 453,963, Dec. 23, 1949. When com. bentonite is mixed with 1 to 5% hardening salt, such as NaCl or $CaCl_2$, it gives a flocculant ppt. in contact with water at any temp. from 1° to 100°. This bentonite can be substituted for Solvay soda and can also be used in cosmetics with the addn. of soaps, perfumes, etc. to improve the epidermis. C.A. *46*, 4, 1786,(1952).

**Zinc Sulfamate Antiperspirant.** Lester D. Apperson (to Colgate-Palmolive-Peet Co.). U.S. 2,586,289, Feb. 19, 1952. Zn sulfamate (I) 5-60% in combination with wetting agents in an emulsion, suspension, soln., salve, cream, or lotion forms a very effective antiperspirant without the need of adding corrosion or discoloration inhibiting agents. C.A. *46*, 9, 4184(1952).

**Denture Cleansing Composition.** Lester D. Apperson (to Colgate-Palmolive-Peet Co.). U.S. 2,576,205, Nov. 27, 1951. Aq. solns. of $H_2O_2$ addn. compds. with a pH of 10.2-11.5 are effective cleansers for dentures and removable artificial teeth. Two such typical compns. are $Na_2CO_3H_2O$.-1.5 $H_2O_2$ (I) 40, $Na_4P_2O_7$ (II) 30, NaCl (III) 25, Igepon T 5%, and a sufficient quantity of flavor; and I 50, II 20, III 25, and the Na salt of an alkyl aromatic sulfonate detergent 5%. These prepns. in a 3% aq. soln. have a pH of 10.55-10.60, evolve O fairly rapidly, and readily remove dried mucin plaques. C.A. *46*, 4, 1722(1952).

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**Adulteration of Pepper and its Falsification with the Fruits of Schinus Molle.** L. M. Nunez-Samper (An. Bromatologia, 1953, *5* [3], 345-348).—Peruvian pepper, or false pepper, has appeared in many markets, particularly in Central America and also, recently, in Europe. In order to distinguish the true from the false, chemical and histological examinations were made, and the various characteristics recorded. Through *Chem. Abs.*

# NEW PACKAGING and PROMOTIONS

**New Dorothy Gray combination package**

DOROTHY GRAY offers Hop-Scotch, two lipstick shades in jewel-topped cases with a nail polish. A red and blue plaid package, it will be featured in back-to-college and other fall fashion promotions. The package introduces a new shade, Figurine Look, which will be available in individual make-up items too.

TONI will push its products this summer with black and white ads in 144 papers in 132 cities throughout the U.S., and color ads in most of the leading consumer magazines and newspaper supplements, in addition to the current line-up of 11 radio and 12 television programs.

GLAMORAMA, "the first and only World's Fair of Fashion and Beauty," will be held August 31 through September 6 at the Pan Pacific Auditorium in Los Angeles, Cal. Approximately 200 noted manufacturers are expected to exhibit their products to the consumer.

PEGGY SAGE offers two special-size lipsticks in brass cases, a $1.50 value, for $1. The lipstick combinations are packaged on individual counter display cards. Three different shade combinations are available.

HUDNUT's DuBarry Liquid Treasure is a new "moisture balm" with vitamins A, D, and E to combat dryness of skin. The 2½ oz. bottle sells for $1.50.

COTY is marketing Fragrance Shampoo, a product which cleans and perfumes the hair at the same time. It is being introduced through free trial-size flacons, accompanying its Dusting Powder, Talc, Sachet and Twistick Solid Cologne packages. The regular 5 oz. size of Fragrance Shampoo sells for $1.50.

CUTEX "Cute Tomata" theme is featured on cellophane wraps offered to tomato packagers.

SHULTON has added Old Spice Body Talcum to its line of men's toiletries. Containing hexachlorophene, it is said to guard against athlete's foot, odor

**Shulton's Body Talcum**

and infection-producing bacteria. An aluminum-finish, blue-ship-decorated 6 oz. container retails for $1.

LYDIA O'LEARY, INC. offers "Sunproof, waterproof" Spotstik for protection against sun. It comes in shades to match the skin.

COLONIAL DAMES' new Nail Treat is a gondola container with two bottles, one a "Base Coat", the other a "Top Coat", to be used daily. The set cost $1.50.

MENNEN CO. announces its new Summer Special Display promotion, featuring Spray Deodorant for Men, Foam Shave, Brushless Shaving Cream, Quinsana Foot Powder and Baby Powder. It offers deals a special display allowance of $1 per 3 dozen case, on every 4 case minimum order.

MARY CHESS' Rainbow Beauty Soap, an assortment of 10 cellophane-wrapped Bath, Hand and Guest Soaps, regularly in a gold foil $5 box, will sell for $3.50 in an Ivory box August 2 through September 4.

DERMETICS introduces Fluid Color, a "mat-finish make-up" in four tones. A one-ounce bottle sells for $1.

LANOLIN PLUS Lipstick is being introduced with extensive national advertising in newspapers and magazines. The product comes in five smearproof colors, in yellow banded gold containers. The price is $1.

COTY is distributing a new booklet, "How to Choose Fine Perfumes," by president Philip Cortney. It tells when and how to use perfume, and where to apply it. Stressing the elation caused by a fine perfume, it points out the importance of quality over price and lasting odor. The booklet closes with a description of Coty perfumes.

HELENA RUBINSTEIN introduces Sun and Sport liquid cream for sun protection. It also doubles as a light-weight summer foundation. The cream comes in a squeeze type pink-beige container with red cap, in red and white peppermint striped waterproof bag, at $1.50.

**Rubinstein sun-time product**

CHARLES OF THE RITZ offers an antiperspirant for $1.25 for the 2 oz. size, and Velvet Foam facial wash in 2¼ oz. pink tube for $1.50.

SQUIBB's Sun 'n' Surf sunburn cream, for both tanning and sunburn pain relief, is being introduced at 59 and 89 cents.

MILKMAID offers a free 2 oz. bottle of deodorant with every purchase of its beauty cream.

ESTEE LAUDER's Youth Dew Soap sells for $1.75, or three cakes for $5.

SQUIBB offers a $1.22 toothbrush and paste combination for 69 cents, a saving of 53 cents over the regular total price.

PEPSODENT offers a two-for-one sale on both toothpaste and powder.

MAX FACTOR will launch "See Red" lipstick with an ad campaign headlined "They'll go mad over you when they See Red" in four national magazines. Copy starts off: "Looking for trouble? Wear 'See Red' " . . . The shade is described as a vivid, fiery-bright shade, with a warm geranium undertone, in Max Factor's Color-fast lipstick formula. Publicity states that it will be

**Max Factor lipstick display**

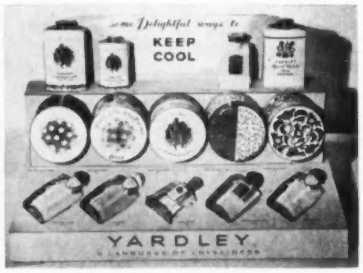
promoted through coordinated advertising by leading fashion designers and manufacturers. A working kit for department stores includes Stop signs, parking lot tickets, mobiles and suggested newspaper ads; for drugstores promotions are planned for the soda fountain as well as for the cosmetic section. A counter-unit holds 12 lipsticks; a window unit features the national ad and two side pieces. Furthermore, the lipstick will be backed by streamers, radio and television commercials. National newspaper advertising will break September 8 in 58 top markets.

REVLON is distributing Liquid Rouge in three shades. A ¼ oz. bottle sells for $1.25.

HOUBIGANT is advertising its April Showers Deodorant Talc and Frosty Bouquet combination offer at 59 cents in national magazines.

CHARLES OF THE RITZ Eyeliner has been repackaged in a small, slim golden metal swivel case. Available in three shades, it sells for $1.50; refills are 75 cents.

LENTHERIC, to stimulate summer sales of its Debo Spray Deodorant, has packaged the pink squeeze plastic bottle in a blue sleeve with red lettering. The 2 oz. bottle sells for $1.




**Tiered Yardley display unit**

YARDLEY offers a tiered display unit featuring its talc, dusting powder, toilet water and cologne packages.

CHARLES OF THE RITZ offers new Creme Lashique, a mascara in cream form. It comes in a slate gray and pink tube, in a clear plastic travel container which also holds the applicator brush. Available in a choice of three shades, it sells for $1.25.

BONAT AND BONAT, INC. offers Forever said to be the first permanent product to be dispensed from a tube.

HELENA RUBINSTEIN offers its annual Beauty Pairs promotion during August only.

SCHICK, INC. has planned a special summer drive on Schick Pre-Shave lotion, using television and trade press.

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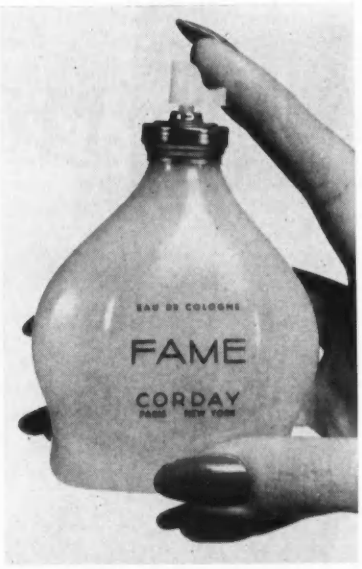
REVLON's new After-Bath Mist, called Aquamarine Splurge, comes in a $5 size at $2, a 10 oz. one at $3.75, and a 16 oz. bottle for $6.

MARY CHESS offers an 8 oz. bottle of Summer Cooling Lotion with chlorophyll for $1.50.




**Corday flacon aerosol**

PARFUMS CORDAY offers Spraygrance, an eau de cologne in a two ounce plastic coated shatterproof and leakproof flacon aerosol. In Fame and Toujours Moi scents Spraygrance sells for $2.50, in Toujours Toi it sells for $3.

---

CLAIROL launches a re-formulated Clairolite, its hair lightening product, in a newly designed home kit for consumer use, at $1 complete. It contains one oz. of Clairolite, 2 ozs. of Clairolite Developer, and an applicator. It is said to lighten hair from one to ten shades in one application.

LENTHERIC is introducing its Debo Deodorant as a "Styk" with a cylinder turn-up base. It was formerly available only as Spray, in plastic squeeze bottle. Styke and Spray alike sell for $1.

SHULTON introduces Old Spice Brilliantine in a 1¼ ounce flat jar at 65 cents. A colored counter unit holds six jars.

MAUVEL has added Blue Royal Mascara Creme to its line of Aziza eye cosmetics. It sells for $1.

COLGATE-PALMOLIVE CO. offers its regular $1 jar of Veto Cream Deodorant for 50 cents.

COLGATE-PALMOLIVE CO. is launching Colgate instant Barbasol shave in an aerosol can.

ELIZABETH ARDEN distributes Sleek, a fragrant white depilatory cream. The 4½ oz. size sells for $2.

# *The Editorial* - "WE"

## Egyptologists Find Perfumed Ship

CERTAINLY, when the history of 1954 is written, there will be a prominent place for the remarkable discovery of the so-called funeral ship, deeply imbedded beneath tons of stone in the shadows of the Pyramids. There, for some fifty centuries, through the rise and fall of civilizations, through wars and invasions, trampled on by soldiers and by tourists, a ship completely outfitted to carry the deceased monarch to his heavenly afterlife remained as completely hidden as it was forgotten. And then readers of newspapers throughout the world picked up their daily journals and must have been surprised to learn of this newly discovered "perfumed ship," so named because the perfumes of ancient Egypt were prominently represented in the cargo that might have been the passport to the heavens, some historians contend, while others claim that the fragrant materials were designed to make the afterlife of the deceased more pleasant. But we were particularly thrilled, when the rock-by-rock, moment-by-moment reports of the excavations came to this country, to read of the initial sniffs in the musty and dusty air, the utter darkness when the first stones were removed and the cavern uncovered, the failure of the excavators to have a single searchlight among them that might permit an actual glimpse into the treasurehouse submerged these five thousand years. Still fragrant were the perfumes of yore; still perceptible were the redolent fumes that came forth to greet the noses of the excavators.

When we stop to consider that entire nations—nay, entire cultures—have risen and fallen in the five millennia since these perfumes were placed upon that funeral ship, what an onrush of thoughts come to the mind! It is a parable that history has written, but from which each of us must draw our own lessons. Perhaps this means that the loveliest of arts are timeless, created to please sentient man, and date back as far as history records just as certainly as they will remain with us as long as man survives. Or perhaps the fragrances that persisted through wars and revolutions, upheavals and invasions, drought and subjugation and the maneuvers of encircling armies —these fragrances are symbols that the beauty created by nature and man are indestructible, whether it be a note in music on the flute of a lonely shepherd, a quatrain from the witty brain of a Persian poet, or an Egyptian perfume waiting five thousand years to be discovered by the ingenuity of modern man!

## Cosmetics Popular In Modern Japan

WE should like to reserve judgment on a news story that has come to this country from Japan, to the effect that some striking Japanese factory girls were demanding, among other things, the right to use lipstick at work. Coupling this with some of the other demands, the girls seemed, to an American reader, to be in revolt more against slavery than against an employer in a country in which there appears to be some American influence, leading us to wonder if this report were entirely truthful. Nevertheless, whether some aspects of this news story may have been exaggerated, perhaps inspired by partisans of the young ladies, it is interesting to find cosmetics, and the right to use them, appearing as a strike demand. In America, we are so far along the road of complete acceptance of cosmetics that not only is such a demand inconceivable, but we can more easily imagine an employer being critical of the appearance of his female workers who were not properly groomed because they did not have their noses powdered and their lips reddened. However, one has only to recall the American attitude toward cosmetics of some forty or fifty years ago, to understand that the stern, critical, often punitive attitudes of the parents, educators, and even employers, were not far removed from the reputed and reported attitude of this Nipponese industrialist.

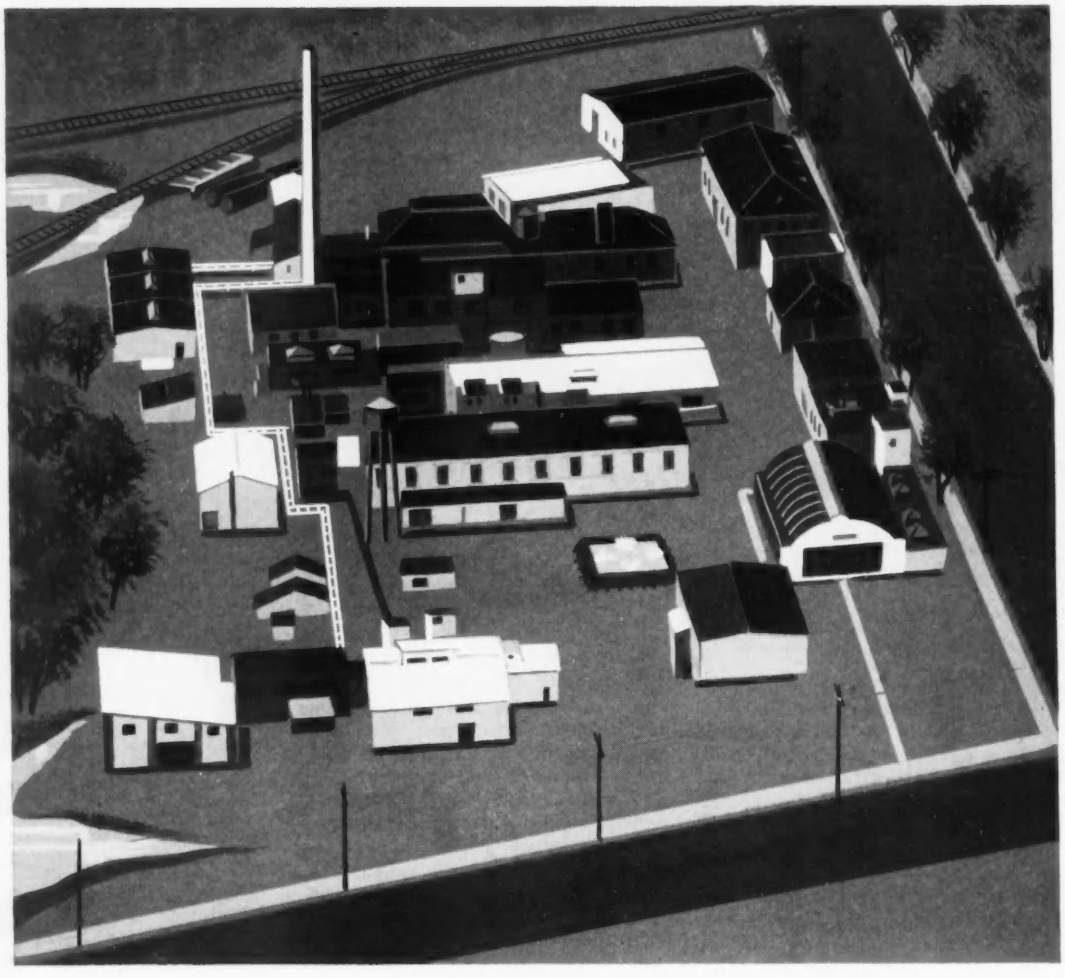
## Cosmetic Chemists Lose a Dear Friend

EVERY member of the Society of Cosmetic Chemists, and innumerable friends in the industry outside of that organization, were deeply shocked to hear of the death of Moody Crowder, treasurer of the Society, and one of its most popular, energetic, and devoted members. Those of us who knew Moody are still too deeply grieved to state more than this—that another man combining both his popular personality and his excellent capabilities is not often encountered. We extend our sympathy to his family, to his colleagues at Pond's Extract Co., and to the fellow-officers of the Society.

## New Cosmetics Make Their Debut

MOST "new products" are not exactly or entirely new, we suspect. They are old products with a new name, a new ingredient, a new color, a new fragrance, a new package. And often what is new is the method of putting forth the product, and this may involve considerable ingenuity. Thus it is with the lipstick-type package of spot and blemish concealer, the highly pigmented material that is now being widely sold to give an aura of youthfulness and healthfulness by covering the rings under the eyes, wrinkles on the face, and other undesirable manifestations of age or fatigue. Exactly what generic name to give to this group of "skinsticks" is difficult to say, for it would be easy to trespass on the name of a single brand. How-

# Dedicated to Finer Fragrances!



This 10-acre plant of Verona Chemical Company is dedicated to the development and production of ever better organic chemicals for the perfume, toiletries, cosmetic, and soap industries.

Here the most modern production methods and the finest equipment are linked together with alert and experienced research and development laboratories . . . to give your products more alluring, more lasting fragrances.

Listed here are a few of the many outstanding Verona fragrances. Try them *in your present oils* and note the marked improvement.

**ALDINE VERONA** . . . With only ½ to ¾% you'll hit an exciting new aldehydic topnote.

**RESEDALIA** . . . . . To make your Lily and Lilac scents come thrillingly alive — add ½ to ¾%.

**CYCLAMAL** . . . . . Add up to 5% — for a cleaner, crisper impact.

**CUMIN KETONE** . . . . See how only ¼ to ½% added to your present floral fragrance heightens and freshens the effect.

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AROMATICS DIVISION

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ever, this is an excellent case of a known product being put up in a new form and then advertised, exploited, and marketed for a new and wider purpose. Blemish concealers were sold for many years, as were pigmented powder bases and foundations; but it remained for the current promoters of this product to envisage the possibilities for broad and practically universal use of such a material. Thus it is not always the chemist who can create the new product; it is also the merchandiser and cosmetician.

### Working Agreement Between FTC and FDA

AT long last, the Federal Trade Commission and the Food and Drug Administration have reached a "working agreement," and have issued a joint statement outlining their individual and joint responsibilities. This statement and the working agreement in general will no doubt be of great aid to the agencies involved and to industry. We are not primarily concerned with where the lines of demarcation are drawn between the two agencies, but with the beneficial effects from drawing such lines. We urge executives of the industry to study the working agreement with the greatest of care.

### Rare Books Acquired By Cosmetic Chemists

FOR many years, a collection of books on cosmetics, chemistry, photography, and other interests was built up by Alden Boyer, a Chicago businessman of wide culture and many interests. It was an enviable collection, which recently went under the gavel of the auctioneer. Fortunately, sitting in the auction room was a representative of the Society of Cosmetic Chemists, and that organization purchased several of the rare items, some of which are completely unavailable elsewhere in the United States. Scrapbooks containing old advertisements, catalogs, and labels; seventeenth century French perfume volumes; and some of the more modern but nevertheless rare items in the literature of this art are among the treasures acquired by the Society. An important step seems to have been taken toward the building of a central repository of cosmetic literature with the acquisition of a part of the Boyer collection.

### Beauty Shop Patronage Continues to Grow

FOR seven years, John H. Breck, Inc., has made an annual survey of beauty shop attendance and of the use of hair products by women at home. It is interesting to note that while beauty shop attendance has been on the increase, the use of home permanents has, at the same time, been on the upgrade, appealing to more and more women each year. Thus, 58% of the women queried declared that they had visited a beauty parlor at least once during the last quarter of 1953, as against a figure of 52% the previous year, some 41% in 1949, and merely 35.7% in 1948. The median number of visits during the quarter remained approximately the same from 1952 to 1953. During this same period, 29% of the women queried had a home permanent, as against 26% in 1952. It is unnecessary to give our own editorial comments, because we would merely be paraphrasing the words of Breck: "In this respect we come to what may be the most significant finding of the survey. The greatest proportional increase in home permanent use was made among women who are frequent beauty shop customers, women who visited a beauty shop three times or more during the three-month period studied." A more dramatic presentation of the fact that there is no inherent conflict between the beauty parlor industry and the home permanent is difficult to imagine.

### How Many People Use Deodorants?

TALKING about surveys, there comes to our desk that excellent annual study, the analysis of the Milwaukee market by that city's Milwaukee *Journal*. As we thumb through the myriad of statistics, and see names familiar and less so, here and there we are stopped by a product which we learn is far more popular, or less so, than we had anticipated. But when we read the question, "Do you use an underarm deodorant?" and find that 87.1% of the women answer in the affirmative, we are frankly just a little skeptical. How often, we ask ourselves, and during what seasons? A very important question, entirely overlooked. But even more important is that there is hardly a query concerning cosmetics which is answered with so much prevarication, conscious and unconscious, as the simple interrogation: "Do you use an underarm deodorant?" Surely a more effective way of getting at the truth, if truth is desired, can be worked out.

### Adolescent Boys Make Interesting Market

NO one can accuse the cosmetic industry of having overlooked the teenage girls, but somehow the adolescent boys have been lost in the shuffle. Another survey comes to our hands, showing that 90.7% of teenage boys use toothpaste, 74.7% use hair tonic. This is a field that has been thus far little exploited, from an advertising and promotional point of view. We can very well conceive of an advertising program that would tie in with the sports events, and particularly with high school activities. This may indeed be a direction in which cosmetic expansion can proceed during the coming years. To return to the question of deodorants, certainly the adolescent boys, starting to date young ladies, and often competing for those dates with young men more mature than themselves, may be an important market that should be further tapped. This is all the more true because of the frequent athletic activities of these youngsters, and furthermore the problem may be aggravated by the inherent differences in the composition of perspiration at that particular age.

### Is Fair Trade Now in Danger?

FAIR TRADE, fought for so patiently for many years, through national and state legislative bodies and through many courts, is again in danger, if our interpretation of an article in a recent issue of *American Druggist* is correct. "Several leading drug manufacturers are seriously considering the advisability of going off fair trade—completely," the article begins, and then goes on to point out that they are meeting severe competition from items that are not on fair trade, often non-advertised or private brand materials. There is plenty of price cutting, a great deal of loss leader merchandise, all at the expense of the manufacturers who have been in the forefront of a struggle that was in behalf of the retailer as much or more than it was in their own behalf.

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### F.T.C. Investigates Tie-In Coupon Deals

The Federal Trade Commission is investigating tie-in coupon deals to determine whether they involve unfair practices or otherwise violate the F.T.C. and Clayton Act. Known as "cross couponing," the deals are widely used by leading soap firms.

### Seeks Glycerine Research Award Nominations

The Glycerine Producers' Assn. is seeking 1954 Glycerine Research Award nominations for outstanding research involving glycerine.

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# *Flavor Section*

# Second Bill on Chemical Additives

Additional powers given to Secretary of Health, Education and Welfare in new O'Hara bill . . . Legislation likely to be put off until next session of Congress . . . Radiological sterilization . . . Riboflavin-5-phosphate

MORRIS B. JACOBS, Ph. D.

IN a previous article in this section of *The American Perfumer*, a bill (H. R. 8418) to control the use of chemicals in foods and introduced by Representative Joseph O'Hara of Minnesota was considered in some detail. Representative O'Hara stressed that he had introduced this bill mainly to find out the area of agreement that might be achieved among all parties concerned such as the chemical industry, the food industry, and the U. S. Food and Drug Administration.

Another bill, H. R. 9166, has been introduced by Representative O'Hara which gives the Secretary of the Department of Health, Education, and Welfare wider power to control the employment of chemical additives. Representative O'Hara stated that he was introducing this bill "by request" but he did not disclose the identity of the interested party.

This new bill that is being sponsored will give the Secretary the following additional powers if it is adopted:

"The secretary shall, in determining whether the proposed ingredient is a poisonous or deleterious substance for its intended use, consider among other relevant factors:—

"1). The functional value of the proposed additive for its intended use.

"2). The probable consumption of the new chemical additive and any food in which it is intended to be used as a component.

"3). The cumulative effect in the diet of the same or any chemically or pharmacologically related substance or substances.

"4). Appropriate safety factors for transposing animal experimentation data to practical use in appraising the hazard to man."

Considerable objection has been made by representatives of the chemical industry to H. R. 8418 and H. R. 9166 has not received any wider acceptance. Indeed there will probably be more opposition to any extension of the powers of the Secretary of the Department of Health, Education, and Welfare.

It is to be noted in this connection that H. R. 2245 which was introduced by Representative John Delaney of New York in January 1953 has also not been acted upon. This bill is one which Representative Delaney introduced in the past Congress as a result of the investigations he had conducted. Another member of that committee, A. L. Miller of Nebraska also intends to offer a bill for the control of additives in foods.

It is most likely that all legislation on the control of chemical additives in foods will be put off until the next session of Congress in order to give all parties concerned additional opportunity to get together. This seems to be the position of Representative Charles Wolverton of New Jersey, Chairman of the House Interstate and Foreign Commerce Committee and also Representative O'Hara, Chairman of the Subcommittee on Food and Drug Legislation.

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## Radiological Sterilization

STERILIZATION of food by ray and particle bombardment has been tried experimentally for a number of years. A considerable literature is available on this subject. The Army Quartermaster Corps is presently sponsoring a series of studies for the preservation of and sterilization of food by such methods.

What interests us here is that a stated objective of such studies is to find out whether or not such an irradiation treatment can be made without adversely affecting the flavor, odor, and texture as well as color of the treated food. We know by and large what effects our present major methods of food preservation, namely, heat treatment (canning principally), freezing and refrigeration, brining and pickling, and use of chemical preservatives have on foods but we know little as to the effect of irradiation methods. Indeed some of the literature points rather conclusively to a deleterious effect on flavor.

A subcommittee of the National Re-

search Council has enthusiastically advocated this investigation stating, "no other method of preservation of foods is so far advanced, appears to offer greater possibilities, or is as economically feasible as is the radiological sterilization method in its present stage of development."

This statement appears to me to be rather on the strong side. It has been pointed out that full development of such processes with no loss in flavor of the food product could well result in substantial elimination for chemical additives of the type of antioxidants, mold inhibitors, chemical preservatives, and flavor accentuators like monosodium glutamate.

It is doubtful that any one method of preservation will be found suitable for all foods. Experience has taught us that we can achieve better flavor with some foods by using one method of preservation in preference to another method. One method may be much more economical than another method and so it will be found with the irradiation method of preservation. This method will be found suitable and economical for some products and unsuitable for others. It is very likely that for some foods the addition of flavoring materials will make the radiological sterilization method the method of choice.

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## Oleoresins

THREE oleoresin products: Oleoresin Sage Dalmatian, Oleoresin Black Pepper New, and Oleoresin Pimenta Berries, have been added by Fritzsche Brothers, New York, to its oleoresin flavor line. Oleoresin Sage Dalmatian is said to reproduce the full aroma and flavor of Dalmatian Sage leave in a concentrated state. Oleoresin Pimenta Berries is a dark, olive-green fluid that has the odor and flavor of the natural berries. The Oleoresin Black Pepper New has a sharp peppery aroma of black pepper. All of the products are designed to promote uniform distribution of the flavor throughout the products in which they are used.

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## Secret Formulas

POSSIBLY by the time this note is printed, the Food and Drug Administration will have issued an official statement of policy concerning its proposed requirement that flavor manufacturers disclose their formulas to drug manufacturers using flavors as ingredients in drugs for which they have applied for permission to market as "new" drugs.

It is the position of the Food and Drug Administration that the drug manufacturer will not be able to comply with the requirement that all the components of a drug be disclosed in the new drug application if he is not given the flavor formulation.

On the other hand it is well known that many flavor manufacturers believe that they must maintain the secrecy of their formulations for these may form the very basis of their business. Some flavor firms have given the information sought directly to the new drug branch of the Food and Drug Administration but this Agency is said to have taken the position that it will not withhold pertinent information furnished by the flavor manufacturer from the drug manufacturer using the flavor. It is deemed that agreement to keep flavor formulations secret will have to be made between the flavor manufacturer and the drug manufacturer. This is no easy problem.—*M.B.J.*

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## Fish Flour

I CAME across an item in which it was noted that the Fishing Industry Research Institute of Cape Town, South Africa was performing research on the production of an odorless and tasteless fish flour and that this research was deemed to be an advance over that being performed in other countries.

It appears to me that this research is pointed in a poor direction. Even if it were achieved, who would willingly eat a "tasteless" product. A much more profitable avenue of approach would be to alter the taste so as to make it attractive rather than to remove all taste and flavor and make it unpalatable.—*M.B.J.*

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## Reductones

AT the Spring meeting of the American Chemical Society a paper was presented by John E. Hodge of the Northern Utilization Research Branch, U. S. Department of Agriculture, on the isolation of sugar-amine reductones. It is believed that these reductones are concerned in the Maillard reaction. Such products are formed from amines and sugars in all processed foods that are stored. Sometimes reductones are disadvantageous for they are deemed to be the cause of the dark colors of the browning reaction and are also deemed to be responsible for off-flavors and off-odors.

They do participate in a number of favorable reactions such as forming antioxidants which have a preservative action and they are held to be responsible for the very desirable flavors of roasted food products such as coffee and cereals and other roasted products such as nuts. The flavor of bread crust is also due to the substances formed in the browning reaction.

The entire subject of the browning reaction is far from being solved and considerable additional work must be done in order to find the explanation for the varied effects produced by these sugar-amine reductones.—*M.B.J.*

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## Research Pool Plan

AN interesting note on the method for the testing of a new Manufacturers Association held in New York City in November 1953, Dr. Cary R. Wagner, the president of this association, proposed that chemical companies combine efforts for a program of cooperative basic research. By doing this they would eliminate "duplicating so much of the work we are doing in our laboratories." Dr. Wagner went on to say:

"If every company which now has no basic research program at all would allocate a modest amount of money for a central research program to be conducted under auspices of our industry as a whole—and if every company now spending money for basic research in its own laboratories would turn over just a part of that money to an industry-sponsored program of basic research, we could with great efficiency attack systematically the many problems in basic research which until now have tended to be pushed into the background."

In addition, Dr. Wagner stated, "By a concerted effort in rolling back the frontiers of knowledge in basic organic chemistry, the industry would be making available to each of its members the data and foundations for further applied research on their own part."

The observations of Dr. Wagner might well be carefully considered by manufacturers of synthetic flavoring materials in particular and by flavor manufacturers in general. There has been some cooperation as exemplified by the work of the scientific committee on the Flavoring Extract Manufacturers Association but virtually entirely from the point of view of grading and analysis rather than from the point of view of basic research.

One other factor that should be considered is the pooling of resources for the testing of the toxicity of flavoring materials. Here is a field where all who are interested in the development of the industry can cooperate fully.

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Florantème
. . . the total fragrance of a florist's
shop laden with fresh blossoms.
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Employed alone, Floranteme most nearly reminds one of the total fragrance of a florist's shop laden with fresh blossoms. It is impossible to single out the fragrance of any one flower in this intriguing combination.

Floranteme has unlimited possibilities of enhancement for all floral compositions—but it is of even greater value to you as a base upon which to fashion a modern creation that is uniquely your own.

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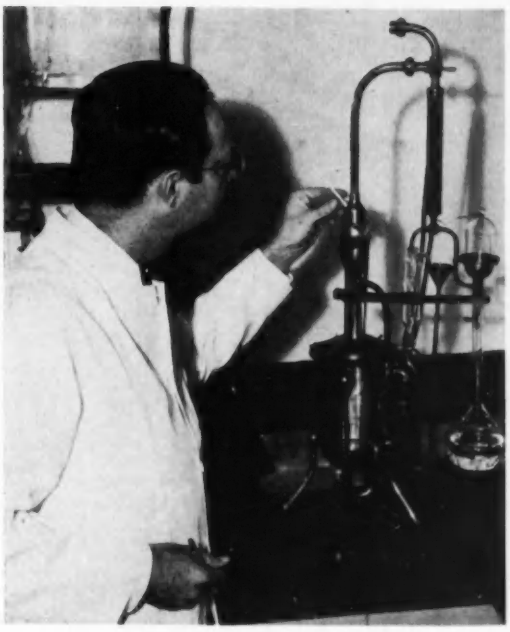
# Test Tube Replaces Rule of Thumb



Dr. Louis Ritchoff experimenting in the Hiram Walker, Inc. laboratory.

How scientific research is playing a major part in the beverage distilling industry. . . . Significant work of Hiram Walker & Sons chemists in pioneering research and interesting results achieved

JOSEPH A. McCABE

SCIENTIFIC research has played and is playing a major role in the distilling industry as the laboratory and the test-tube replace the old-time "rule of tongue and thumb" method of distilling alcoholic beverages.

Distillers first turned to science with the repeal of the 18th Amendment in 1933. The leader in the movement was and is Hiram Walker & Sons, Inc., one of the outstanding figures in the American and international distilling industries. Walker allocated a substantial amount of space for laboratories when constructing its Peoria plant—largest distillery in the world.

Hitherto it was generally believed among distillers that scientific quality and taste control—i.e., exact reproduction of quality and flavor in successive batches of whiskies, gin, cordials, etc., was an unattainable ideal. Walker executives doubted this theory: hence the decision to turn to scientific methods and research.

***Quality and Taste Control***

For the Walker sales and research executives one particular facet of the over-all problem of quality and taste control had especial interest—controlling gin flavor and quality. From the opening moments of a "clinic" held shortly after the Peoria distillery first swung open its gates, these men determined to establish such control, no matter how long a time the process demanded.

In the matter-of-fact verbiage of the scientific field, the researchers summed up the results of their endeavors as follows: "Producing flavor-controlled gins orients itself around three primary considerations, all technically regulated—namely, the use of (a) ethyl alcohol of definite specifications, (b) a standardized botanical charge, and (c) mechanically controlled distillation."

Behind this terse statement were years of experiments and tedious, detailed planning and study. Consideration of some of the points involved demonstrates how complex an investigation each point called for.

"(a)—ethyl alcohol of definite specifications . . ."

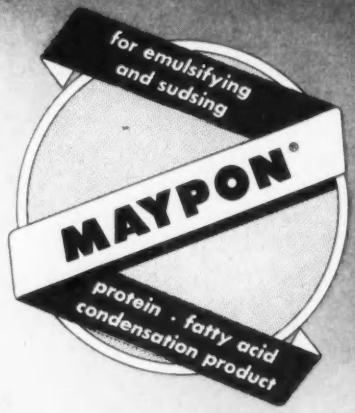
For proper gin making, a distilled alcohol as free as possible from impurities must be used. A grain mash is used by American distillers. A factor in the choice of mash is the fact that the type of mash affects the bouquet of the gin, and the American taste has become accustomed to "grain mash" gin. High standards of sanitation, careful selection of grains, and rigid rules governing distilling processes insure purification of the distillate. Among the specifications approved by the Walker men were that: the alcohol test at between 190 and 192 proof, be a distillate of grain mash and have a neutral bouquet.

"(b) a standardized botanical charge . . ."

It was in this area that Hiram Walker research played so important a role. Under the old theory gin formulas read in terms of pounds of ingredients to be used. No allowance was made for variance in age or taste of the materials occasioned by differences in climate, soil and the general productivity of the growing season. This was the crux of the reason why quality and taste control was felt to be impossible to completely achieve.

The Walker research team took this as one of their main points of attack: analysis of flavor factors in botanicals

for

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***Specifications***

| | |
|---|---|
| Form and color | Light tan clear liquid |
| Specific gravity | 1.070 to 1.090 |
| Solids | 35 to 37% |
| pH | 6.3 –7.3 |
| Active Ingredients | (approx.) 33 to 35% |
| Solubility in water | In all proportions |
| Iron | Less than 20 p.p.m. |

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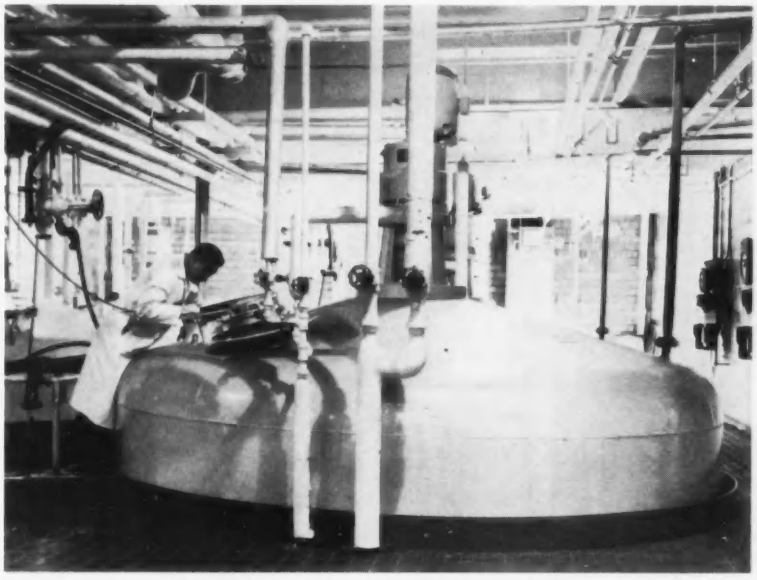
and the establishment of what was later known as the flavor-adjusted poundage theory.

The main source of flavor is either the volatile or fixed oil in the botanical. Experimentation revealed that botanicals from the same geographic section varied in quantity but never in type of flavor. When this was established it became possible to make a flavor assay and select botanical ingredients which will, by modification of the poundage formulas in accordance with the flavor value of the botanicals, produce gin of constant flavor.

### *Juniper Berries*

A tremendous amount of labor went into the setting up of this formula. To consider one of the paramount botanicals used in gin making, juniper berries, one can estimate how painstaking the investigation was. The "juniper story" also provides a concept of how truly an international industry distilling is.



**A giant fermenter at Hiram Walker & Sons distillery is inspected to insure thorough cleanliness before another batch of mash is processed.**

### *Found in Many Parts of Globe*

Juniper berries grow in many parts of the globe. They can be found in the United States, Russia, Czechoslovakia, Sweden, Germany, France, Italy, Yugoslavia, and Austria, among other nations. Twenty-five sources of berries were considered by the researchers. For one reason or another, the choice was narrowed to berries from five sources —The Austrian Tyrol, two different regions near Maribor in northwest Yugoslavia, a section of the Carpathian mountains in Czechoslovakia (this was of course before the Iron Curtain was lowered) and Tuscany in northern Italy.

Tests of these berries were conducted week after week for more than a year, and then for a much longer period at slightly less frequent intervals.

The tests provided information on the following properties of the berries: surface moisture, volatile fraction at 110°C, acid number of the fruit, percentage of oil, non-volatile fraction at 110°C, Dean-tube moisture, gravity, and refractive index of the oil. Pilot still distillations were made of each sample.

### *Italian Berries Found Best*

The general findings were that "the Italian berries from the Chianti region gave the best flavor. Those Yugoslavian berries raised along the forty-third parallel of latitude or near Zara are nearly as good. If a sharp-flavored gin is desired, German juniper should be used."

Hiram Walker therefore obtains all its juniper berries from Italy. Tests are made on each batch and the flavor value of the berries are ascertained, which provides the key to the flavor-adjusted-poundage formula.

### *Specifications Suggested by Tests*

More detailed specifications suggested by the tests are as follows:

1. Ripe berries of the Juniperus communis species from the Chianti region of the Apennines of "immediate harvest past" or at the maximum, one year old, are to be used.

2. In order to preserve quality as well as taste, every effort should be made to eliminate unripe berries, oxycedrus fruit, damaged or dead berries and other adulterants.

3. Moisture content should not be less than 7% by weight as evaluated by the Dean-tube method at 20°C. on a sample previously dried in a dessicator for 16 hours over 66° Bé. sulfuric acid. The total moisture as determined by the loss in the dessicator and the Dean-tube shall not exceed 14%.

4. The acid number shall be 13 to 17 when determined on the fruit as calculated on a 7% moisture basis and no more than 3 when determined on the volatile oil steam distilled therefrom.

5. The per cent volatile oil shall not be more than 1.6 or less than 0.9 when determined by the Hiram Walker method.

6. The per cent volatile oil shall be 0.9 to 1.2 when determined by the Clevenger method (steam distillation).

7. Average size of the berries shall be 8 to 10 mm., and the color shall be steel blue.

8. Average number of berries per gram shall be 8 to 10.

9. Specific gravity of the oil shall be 0.8650 to 0.8792 at 20°/20° C.

10. Refractive index of the oil at 20° C. shall be 1.4840 to 1.4870.

11. One part of oil shall be completely soluble in five parts or less of 90% alcohol.

12. The unpurified natural oil is to possess "juniperol" bouquet, not a terebinthinate or turpentine odor.

13. A distillate of an alcoholic infusion of the juniper berries shall possess a type of flavor which checks with the standards held in the laboratory files.

14. Juniper berries, when combined with the remaining ingredients called for by the Hiram Walker formula and when added in accordance with the flavor values as determined by sample tests, must give a gin which corresponds with standards held in the files.

It can be seen from a reading of these specifications that the tests were so exhaustive that even older laboratory methods were examined and new ones originated and substituted when they were found to be more effective. Thus in item number 5 listed above, mention is made of determination of volatile oil percentages by "Hiram Walker method." Briefly described, the Walker method is as follows: the crude essence is extracted by ether and the solvent is evaporated at 47° C. In the words of the researchers, "that portion of the residue volatile at 110° C. and by steam is calculated as essential oil."

Certain apparently obvious conclusions were disproved by the examinations. For instance, it is patent that harsh elements must be in so far as possible eliminated from the botanical infusion if a palatable gin is to be obtained. It would seem at first blush that selection of juniper berries with the lowest acid number and amount of

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... a lasting fragrance of real appeal . . . . . at **$16** per lb.
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**1.50** per oz.

**... check, test and prove to yourself any or all of the three SYNTOMATIC SAMPLER suggestions herein listed. Prove them for quality, effectiveness and for economical application ...**

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terpenic constituents would insure attainment of that objective. But as the Walker chemists commented: "However, acid number is not the entire answer to good flavor; for although Czechslovakian berries lie within the range of the Yugoslavian and Italian, and data from a number of shipments indicate that German berries give acid numbers ranging from 10 to 13, American 6 to 8, and Russian even as low as 2 to 4, the flavor of these berries is much less sweet than that of the Italian. Obviously then, the botanical to be used cannot be selected by one single specification . . ."

Thus it is evident how completely in Hiram Walker operations the rule of the test-tube has replaced the "rule-of-thumb" and that which was based on the tongue, or mere individual taste-judgment. The test of taste is not discarded; indeed, organoleptic (judging by taste and smell) tests are an important part of the routine at Walker; but science has gone before, insuring that barring the most unlikely occurrences, the amounts and ingredients of one batch of gin duplicate those of thousands of predecessors.

What was done with juniper berries was repeated with other botanicals in endless series of hundreds of laboratory tests as the company worked out optimum formulae for all its products.

More than ever these tests underscored the internationalism of distilling: plants, fruits and seeds from nearly all the nations on earth contributed to the "rainbow of flavors" represented on a liquor dealer's shelves.

***Exotic Botanicals Utilized***

For example, here is a partial list of exotic botanicals utilizable in distilling alcoholic beverages, giving the name of the botanical, its origin, and what kind of beverage it is used in:

Allspice—Jamaica, B.W.I.—cordials
Angelica root—Saxony—gin
Anise seed—Island of Cyprus—cordials
Caraway seed—Netherlands—cordials
Cassia bark—Saigon—gin
Cinnamon bark—Ceylon—gin
Cloves—Dutch East Indies—cordials
Coriander seed—Trieste—gin
Cumin seed—India—cordials
Fennel seed—France—cordials
Horehound herb—India—cordials
Peppermint leaves—Japan—cordials
Vanilla beans—Madagascar—gin and cordials
Sarsaparilla root—Mexico—cordials

Nor does the testing stop with the study of botanicals. Every ingredient that goes into the distilling, aging, packaging, etc. of alcoholic beverages is under constant survey in the Peoria laboratories. The wood used in the barrels in which whiskey is aged was examined, and a certain species of white oak was found to be best; the glass used in bottles was studied, and it was found that it is advisable to insist on the best quality of glass, to help maintain the quality and flavor of the beverage. Even a new type of glue for use in glueing cork to glass stoppers was originated at Hiram Walker when it was found that existing types tended to lose their adhesive qualities after a certain period of time.

The "shelf life" of liquors formed the subject of another survey—how long a beverage retained its flavor and quality in storage after bottling. Bottles from each batch of whiskey and gin are kept at Walker, and at intervals comparisons are made between current products and those of former years. Results of these tests are circulated among other Hiram Walker plants around the world.

So it is the white-coated chemist or chemical engineer, maintaining a quiet, untiring vigilance over the fruits and seeds borne to him from over half the world, who insures that the customer gets from his liquor dealer exactly what he wants—a product that will taste the same and be the same high quality beverage as the Hiram Walker bourbon, or gin, or cordial he purchased a year, or many years ago.

## Riboflavin-5'-phosphate

SODIUM riboflavin-5'-phosphate (riboflavin-5'-phosphate ester monosodium salt dihydrate) is a product of the vitamin division of Hoffmann-La Roche Inc. One of the factors this firm stresses about this vitamin $B_2$ derivative, in addition to its greater solubility, is that it does not have the intensely bitter taste of riboflavin, itself. The phosphate derivative has a more pleasant taste in higher concentrations that makes it possible to use it advantageously in oral preparations.—*M.B.J.*

### To Study Effect of Juices, Beverages on Tooth Enamel

The effects of orange juice, grape juice and selected carbonated beverages on the enamel surface of the teeth is being investigated by Dr. J. F. Volker, dean of the University of Alabama's School of Dentistry under a grant of the Florida Citrus Commission.

## Flavored Notes

A query has been received from Bombay, India, concerning information on the synthesis of flavor essences. It would have been pleasant to be able to refer to SYNTHETIC FOOD ADJUNCTS by your flavor editor but this book is now out of print and the publishers are uncertain when a new edition or printing will be made.—*MBJ.*

**Cinnamon Bark Oil, Seychelles** (J. Pharm. & Pharmacology, *III*, #4, 1951, page 246), H. T. Islip and W. S. A. Matthews. (Colon. Plant Anim. Prod., 1950, *1*, 119.) As the result of work conducted at the Imperial Institute and published in 1946, when it was found that this bark would not yield an oil of B.P. characters, the Director of Agriculture, Seychelles, sent further samples. A. From trees five years old. B., eighteen months old. C., nine months old. The volatile oil content was much below the minimum of 1.0 per cent. specified in the B.P. There were no major differences in composition of the oils from bark of different ages. The eugenol content of the oils was considerably lower than that of Ceylon oil. It is suggested that bark from authentic material of Ceylon origin grown in the Seychelles should provide useful information.

**The Use of Aluminum Cooking Utensils in the Preparation of Foods** (J.A.M.A. *146*, #5, 477, 1951). Periodically rumors are circulated to the effect that foods cooked in aluminum cooking utensils are deleterious to health because of injurious substances imparted by the vessel. Thus it becomes necessary to again call attention to pertinent facts about aluminum. Aluminum abounds in the earth's crust and is widely distributed in nature being present in a wide range of edible plants. Undoubtedly man has ingested small quantities of aluminum daily since he came upon the earth. Aluminum compounds are also important and useful therapeutic agents. The possibility that aluminum utensils can impart injurious agents to the foods cooked in them has been extensively investigated. Up to the present time there has been no cogent scientific evidence indicating that the minute traces of aluminum that may be imparted to food in the process of cooking are in any way injurious to the consumer. As for the rumor that the use of food prepared in aluminum cooking utensils is a factor in the causation of cancer, it may be added also that there is absolutely no scientific basis in support of this view. In view of these facts it is the opinion of the Council that the use of aluminum cooking utensils is in no way injurious to health.

# Book Reviews

DICTIONARY OF ORGANIC COMPOUNDS. Editors-in-Chief Sir Ian Heilbron and H. M. Banbury. Vol. I, Abadole-Cyosine, 654 pages; Vol. II, D. A. Hystazarin; 845 pages; Vol. III, Ibogaine-NW-Acid 838 pages; Vol. IV Obaculactone-Zymosterol 694 pages. Size 7½ x 10½ inches, Oxford University Press, New York 11, N. Y., 1953. Price $78.00 per set.

A completely new edition in four volumes, of an earlier three-volume work, containing material through 1950 in all cases and some new material through early 1953, with over 2,500 new entries.

This was no simple task. So much so, it took two additional editors, two assistant editors and twenty-one contributors to do it.

It is not easy to review a dictionary of any kind. A chemical dictionary, that uses as a subtitle "The Constitution and Physical and Chemical Properties of the Principal Carbon Compounds and Their Derivatives, Together With Relevant Literature References," is still more difficult, especially when it is composed of almost 3,000 pages.

This reviewer did not read all the pages of the four volumes. Instead, a number of reasonably common chemicals of drug and cosmetic commerce were checked for descriptions. Menthyl anthranilate and salicylate, thioglycerin, phenyl mercury derivatives, sorbitan fatty acid esters, perhydrosqualene and isoniazid are a few recent though not completely new organic compounds, but they are not listed. Salicylanilide is mentioned as a salicylic acid derivative with only the melting point given. It deserves its own heading.

But enough of the missing items. Now about the many items present. The average organic compound is listed with its physical chemical properties, its derivatives and literature references on its best preparation.

To check for errors, one chooses twenty-five to fifty items and reads about them. No errors were found in this casual perusal. An interesting observation is that some common synonyms and trade names for a compound are listed. The cross references are excellent.

Many perfumery chemicals like muskone, exaltolide, civetone, rhodinol, skatol and indol appear. The *pure* monoglycerides of various fatty acids, cetyl stearate and palmitate, stearyl alcohols and p-hydroxybenzoates to name a few cosmetic materials, all have their own heading and monograph.

Organic chemists of the industry will be the ones most interested in this documentation. A few will be acquainted with the earlier editions. If so, they will find the present effort an expansion, a more thorough and up-to-date reference. All libraries and laboratories doing any organic research will find this set of volumes most useful.—*M. G. deNavarre.*

CHEMICALS OF COMMERCE, by Foster Dee and Cornelia T. Snell. 5½ x 8½ inches, 587 pages. No index or illustrations. D. Van Nostrand Co., Inc., New York, 1952. Price $6.50.

In the preface, the authors claim the book is not a chemical dictionary—that it is for the non-technical people—purchasing agents and the like, it is supposed.

This reviewer's observation is that a non-technical reader would have quite a time of it to locate some of the material, for there is no index—only a chapter heading.

While some trade names are given they are not the main theme.

Since one cannot find the basic chloride of aluminum sold under the trade name chlorhydrol, the question is, how about other common chemical specialties?

By the way, is alkalies correctly spelled?

It must be this reviewer (for the book is in its second edition), but it is impossible to see just what purpose this book can serve. The authors are exceedingly capable and their other writing efforts prove it.—*M. G. de N.*

ENCYCLOPEDIA OF SURFACE-ACTIVE AGENTS. J. P. Sisley, ChE. Translated from the French and revised by P. J. Wood. 6x9 in., 540 pages. Chemical Publishing Co. 1952. Price $15.

This useful work is divided into two parts. The first deals with the general aspects of surface-active agents, their properties, applications and methods of manufacture. A good system of classification makes the identification of every variety of surface active agents by simple symbols easy. The chemicals covered are wetting agents, detergents, penetrants, foaming compounds, emulsifiers and dispersing agents. Part two is a compilation of data on all maor commercially available surface-active agents on the market up to the time of publication. Each is arranged in alphabetical order of their brand names. Adequate data about each is given. More than 2,500 products offered on world markets are given. Bibliographic references and patents covering the manufacture or use are included.

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*Ethylene Oxide, Ethylene Glycol and Diethylene Glycol* are described in a 33-page technical bulletin issued by the Nitrogen Division, Allied Chemical & Dye Corp.

# New Products and Developments

### New Chemicals

Potassium Phthalimide, Diphenylacetyl Chloride, N-Methylanthranilic Acid and para-Bromoanisole are now available in research and pilot quantities from Spatz Chemicals, Inc. Technical data sheets, except for para-Bromoanisole are available. The para-Bromoanisole displays a highly refined anise odor, markedly superior to that of anisole itself the company claims; and the product is extremely stable.

### New Finish for Plastics

A new finish for plastic which is said to impart a satin appearance similar to natural pearl essence has been developed by Logo Inc. It is said to be suitable for use on either first or second surface of polystyrene, acrylic, butyrate and acetate. It is claimed to be particularly striking when used on the second surface of clear plastic and is backed up with soft and pastel pigmented colors. It is silky pearl white in color and as it is translucent the background colors shine softly through. Full information about it will be supplied on request.

### Package Design

A package development and design service covering folding boxes, functional construction cartons, wraps for set up boxes, gift, gayety novelty and special promotion packages and all over wrapping paper patterns is offered by Mrs. L. Tavor. Details about the service may be had on request.

### Suntan Protection

To make suntan cosmetics sunproof, Schimmel & Co. Inc., 601 W. 26th., New York, 1, N. Y. offers Filtrosol A, not water soluble for oils and creams and Filtrosol B, water soluble, for aqueous emulsions and lotions.

### Dual Temperature Chart

A pocket size chart of Fahrenheit and Centigrade temperature equivalents may be had for the asking from the Moeller Instrument Co. The chart is 8½x3½ in. in size and may be placed under glass desk tops for easy reference.

### Emulsifying Wax in Flake Form

The emulsifying wax known as Ceramol is now being offered in flake form by the Aceto Chemical Co., 40-40 Lawrence St., Flushing, 54, N. Y. Ceramol was introduced three years ago and has proved to be a versatile base for producing ointments or creams, the makers point out. And, it is added, it has proved to be very useful in incorporating aluminum, strontium and calcium salts in difficult to compound products such as depilatories or antiperspirants. Formerly it was available only in block form.

### Double Output of Propellents

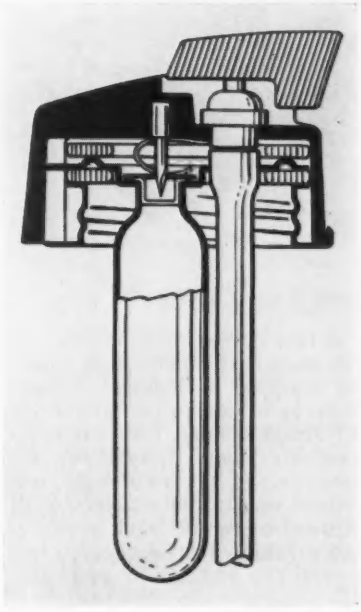
The output of genetron aerosol propellents is to be doubled according to an announcement of the General Chemical Div., Allied Chemical & Dye Corp. Construction at its new Baton Rouge, La. plant is well under way.

### Selling Foreign Purchasers

An opportunity to sell to foreign buyers who can safely be recommended to reliable sources of supply in the United States is afforded by the Export Source Locators who claim to have excellent buying contacts throughout the world. It is claimed that 135 countries, territories and possessions are covered. Concerns interested in obtaining new foreign business are invited to contact the Locators.

### New Type Pressurized Container

The use of relatively costly propellents commonly used in pressurized containers is eliminated by the new type of pressurized container developed by Wolco Products Inc. according to that company. The development, it adds, makes available to practically all products the advantages of low cost pressure spray containers. No special equipment is necessary, it is stated, and in most cases the manufacturer can continue to use his present type of containers and his regular filling line. According to Frank E. Wolcott, president of the company, use of the new unit will make possible a 50 to 70 per cent reduction in the consumer cost of pressure dispensers for cosmetics, etc. Basically the new container consists of three units: the container, a separate plastic screw-on cap which houses the mechanism and a bullet shaped metal pellet containing the propellent, carbon dioxide gas. Details of the construction are shown in the cutaway section showing renewable pellet containing gas and the mechanism for spraying. Further details will be sent on request.



Cross-section of spray-mechanism

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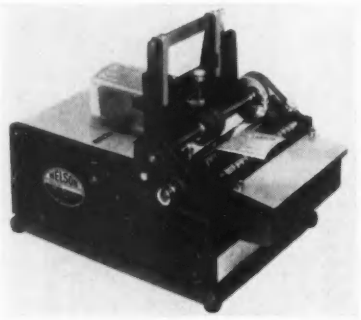
*Technical papers on viscosity determination* and control are listed in an article reprint sheet published by Brookfield Engineering Laboratories, Inc. Copies of the reprint sheet will be sent on request.

*The cosmetic and drug manual* issued by Glyco Products Co. Inc. contains 20 pages and discusses the compounding of typical cosmetic and pharmaceutical products, illustrated by formulas using polyhydric alcohol fatty acid esters as emulsifying agents.

*A completely electrometer system for controlling pH automatically* which is incorporated in a unit offered by the Brown Instruments Div., Minneapolis-Honeywell Regulator Co., is described in a 4-page bulletin issued by the company.

# *Hints*

# for Improving Production



Labeler

### Auto Feed Labeler

A new development in the Nelson auto feed labeler will enable the machine to handle embossed labels according to the Nelson Label Machine Corp. Adhesive is applied to labels individually fed from a stack. The feed finger, it is pointed out, can be micrometically adjusted to handle labels as fine as .002 in. thick, label widths ½ to 5 in. and any length 2 in. and up.

### Plastic Adhesive in Tubes

A new universal plastic cement that may be used on all types of plastics is offered by Pactra Chemical Co. It is packaged in lightweight collapsible tubes.

### Fine Wet or Dry Grinding

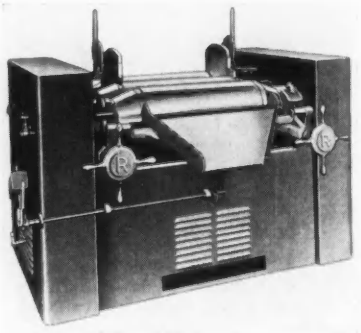
A single grinder-homogenizer capable of either wet or dry grinding is announced by Admiral Tool & Die Co. Inc. The new rotor-stator alignment and ratio principle, the company points out, produces finer, more uniform grinding down to micron size. The mills are available in two sizes.

### Vital Fillers

Electronically controlled fillers for vials, ampoules and small containers up to 4½ oz. in size with accuracy to a fraction of one per cent are announced by the National Instrument Co. The unit is said to dispense any free flowing liquid including oils, suspensions and saturated solutions. A new add-a-unit plan for multiple nozzle filling provides, it is stated, a unique system for high speed filling. Positive displacement filling is a feature.

### High Speed Three Roll Mills

Greater production and top operating efficiency when one mill must meet the various milling requirements of different materials are assured, according to the Charles Ross & Son, Co., if the new 52TC mill which it manufactures is employed. The new three roll mill, it is pointed out, may be readily converted for use with either fixed or floating center roll operation. A three roll mill may now be operated as a conventional mill with fixed center roll and four point adjustment or with floating center roll and two point adjustment.



New Mill

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## Processing Literature

*How Scotch pressure-sensitive tapes* and dispensers may be used to speed production and help cut costs is explained in a 6-page folder available from the Minnesota Mining & Manufacturing Co. which will be sent for the asking.

*The aerosol dispensing valve* offered by the Risdon Manufacturing Co. is described in a 4-page bulletin. The valve is illustrated with photographs and a blueprint drawing and there is a complete technical description of the construction and operation of the valve.

*Flexible stainless steel tubing* developed to convey a wide variety of searching and corrosive liquids and temperatures is described in a bulletin issued by the American Metal Hose Branch of the American Brass Co.

*For controlled volume pumping* the Lapp Pulsafeeder is offered by the Lapp Insulator Co. A new 24-page bulletin describes the pump which also functions as a chemical feeder, a meter, a filling machine and a sampler.

*A general purpose vat* that may be used to heat, cool and mix food products, cosmetics and pharmaceuticals is described in a 4-page bulletin issued by the Cherry-Burrell Corp. By means of an accurately calibrated measuring bar, liquid volume may be determined.

*A New Collapsible Tube Catalog* for 1954 covering Sheffield collapsible tubes and collateral Sheffield services is now available from the Sheffield Tube Corp., 170 Broad St., New London, Conn. It is carefully compiled and contains much useful information for users of this hygienic and very convenient method of packing numerous cosmetic and pharmaceutical products. Copies may be had for the asking.

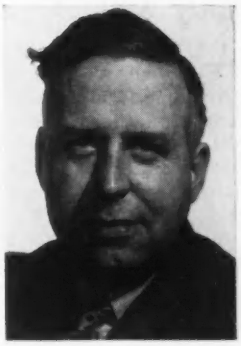
*Water stills and sterilizers* are adequately described in a catalog issued by Aetna Scientific Co. Pressure and non pressure types are included as well as fully automatic controls. Also featured is a new sterilmatic control for pressure sterilizers.

*Snell packaged unit spray dryers* are described in an original and easily understood way in a leaflet issued by Foster D. Snell, Inc., 29 W. 15 St., New York 11, N. Y.

*The services of Schwerin Research Corp.*, an independent qualitative testing organization which conducts studies for advertisers and advertising agencies are pointed out in the latest bulletin issued by the concern.

*See-Thru plastic drawer cabinets* for small parts storage equipment in factories and offices are described in literature issued by the General Industrial Co.

# Soap Section



# Effect of Perfume on Soap Sales

A discussion on how much do perfume percentages in soap affect sales of quality toilet soaps

PAUL I. SMITH

THE generally accepted workable percentage of perfume in a good quality toilet soap is about 1.5 to 1.0%, below this the sales appeal of the soap tends to suffer. The percentages given above are rather arbitrary figures, but they are indicative of the standards set by many reputable soap manufacturers. A great deal, of course, depends upon the quality of perfume employed and, indeed, the choice of scent, some soapers claiming that less than one per cent gives good results. Factors which are often not taken into sufficient account when considering the amount of perfume to add to soap, are the extent and type of packaging, storage of finished soap and the type of market to be catered for by the distributor. Some kinds of soap packs retain perfume within the soap better than others e.g., waxed paper gives better results than ordinary untreated paper. Box packing for luxury bars and tablets is very satisfactory and tends to keep soap fresh and to retain the aroma. If conditions of storage and retailing involve temperatures above 75 deg. F. it is advisable to employ a slightly larger percentage of perfume in the soap than normal so as to compensate for any serious loss due to evaporation.

## Economies In The Use Of Caustic Soda

HIGHER freight rates are making soapers review many of their buying habits, in particular, the purchase of caustic soda, which for years the larger companies have bought as a 50% solution, is being reconsidered. As caustic is now available as a 73% solution in tank cars of 8,000 to 10,000 gallon capacities, it is obvious that by switching over to the more concentrated liquor, appreciable savings can be made in freightage over a relatively short period. On the other hand, caustic users switching from 50 to 73% liquors have to enlarge their dilution plant, which, of course, means capital expenditure. No matter whether soapers buy 50 or 73% alkali, they still have to dilute the solution so as to make a workable lye of, say, 30 Baume or 23.67% Na OH. Use of a stronger solution would reduce storage capacities and entail but a small increase in dilution facilities. There are appreciable advantages in buying caustc soda in diluted form as against flakes, owing to greater ease of handling and reduced risk of metallic contamination. On the other hand, of course, the smaller manufacturer used to buying 700 lb. drums of lump or flake caustic would probably find it difficult to cope with a tank car of liquid caustic unless adequate storage and pumping facilities were available.

## Storage of Fats

THERE is some difference of opinion among soapers concerning the changes taking place in fats during storage, the general opinion being that deterioration does take place dependent, of course, on the conditions of storage. In looking up the technical literature on this topic I turned up an article in the *Journal of the American Oil Chemists Society*, 25, 434-7 (1948) by A. Overman, B. Lowe and W. J. Shannon in which they said that storage of fat under good conditions for 2½ years did not appreciably affect the smoke point, the free fatty acid content nor the iodine value, nor did storage for 3½ years cause appreciable changes in the iodine value or the refractive index. It would appear that changes in the composition of the fat during storage tends to occur mainly during the first six months and that further deterioration takes very slowly or halts entirely on the expiration of the critical period.

*Glycerine—Preferred for Product Conditioning*, is the subject of a booklet published by the Glycerine Producers Assn., which may be had for the asking.

## Fatty Acids In Soap Stock Influence Foam Stability

ALTHOUGH it is most important that liquid soaps should give an abundant volume of rich foam or lather, it is equally essential that the foam should possess good stability or lasting properties. Foam stability bears a close relationship to molecular weight and generally speaking, soaps made from the higher fatty acids, such as stearic, oleic, linoleic and arachidic, all possess good foam stability, varying in degree and depending, of course, upon the conditions of manufacture and use. It does, however, happen that foaming properties are jeopardised by the use of mixed fats containing short chain acids known to have a depressing effect on stability. For this reason more soapers are specifying the use of treated coconut acids from which the low molecular weight, short chain constituents have been removed by fractional distillation. It is generally known by technologists that the presence of oxygenated fatty acid bodies in both vegetable and animal fats tend to lower foam stability, apart from increasing solubility of the soap and making it more wasteful in use and causing darkening during storage. For high grade liquid soaps, particularly those intended for shampoos, it is advisable to choose tailored fatty acids, i.e. fats that have been modified by fractional distillation so as to remove the less useful constituents. Another important factor is that fatty acid constituents need to be balanced so as to obtain a soap having most of the desired characteristics—exclusive use of saturated higher fatty acids will give a hard and difficult soluble soap, whereas employment of unsaturated acids will tend towards a more soluble product having very marked foaming characteristics and easier solubility. The manufacturer needs to use raw materials blended to give exactly the soap required. No single fat will make the perfect soap and rarely does the soaper rely upon such for his production run.

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## Purity of Raw Materials

INCREASING vigilance is being exercised in safeguarding the quality of raw materials and soap manufacturers are now checking up on two quality grades. The first is the purity of the sample at time of shipment and the other is the purity at time of use, which may be several months after shipment. With many basic products, such as caustic soda, soda ash, salt and other inorganic chemicals, the risk of deterioration, except by contamination, is very small, but with the organics, such as oils and fats, perfumery materials, etc., there is always a possibility of the quality being lowered through instability of the basic products, e.g. oxidation changes may result in the formation of undesirable byproducts. Maintenance of quality depends on a number of factors, particularly proper storage conditions, and it is essential that soapers should check these periodically so as to make quite certain that there is no significant difference in the quality at the time of shipment and when actually used in the plant.

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*A newly revised fatty alcohol data sheet* issued by M. Michel & Co. shows typical analyses for 15 types of Cachalot brand fatty alcohols.


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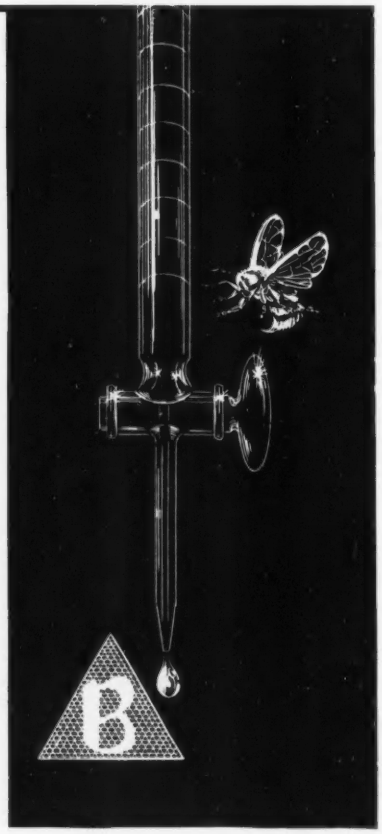


W. J. BUSH & CO., Inc.

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# NEWS and EVENTS

## C. L. Bean President of Toilet Goods Mfrs. Assn. of Canada

C. L. Bean, Avon Products of Canada, Limited, Montreal, was elected president of the Toilet Goods Manufacturers' Assn. of Canada at the association's meeting at White Face and Lake Placid, New York.

The immediate past president of the association is G. F. Bullock, of Richard Hudnut, Limited, Toronto.

Vice-presidents elected at the meeting include: 1st vice-president B. A. Williams, Pond's Extract Co. of Canada, Ltd., Toronto; 2nd vice-president, Andre Ligne, Coty (Canada) Limited, Montreal; and third vice-president, Reg. Fairbanks, Fairbanks Soap Co., Ltd., Toronto.

Honorary-treasurer is F. R. McBrien, Bristol-Myers Co. of Canada, Ltd., Montreal; honorary secretary is Frank McCallum, Lehn & Fink (Canada) Limited, Toronto.

Directors for 1954-55 include J. D. Young, John A. Huston Co., Toronto; Gordon Savage, The J. B. Williams (Canada) Limited, Montreal; Gordon Broad, Elizabeth Arden of Canada, Limited, Toronto; J. I. Stampleman, Gillette Safety Razor Co. of Canada, Limited, Montreal; Neil Macdonald, Rexal Drug Co., Ltd., Toronto; W. V. Moroz, Chesebrough Mfg. Co., Consolidated, Montreal; and James Shaw, Noxzema Chemical Co. of Canada, Limited, Toronto.

Associate directors are J. C. Anderson, The Murray Printing Co., Ltd., Toronto; G. F. Marriott, Reliance Chemicals, Limited, Montreal; A. F. Breeze, Givaudan Canada, Toronto and W. Percy, Dominion Glass Company, Limited.

## Opposes Advertising Restrictions Bill

The Point-of-Purchase Advertising Institute is opposing the Langer Bill, which would prohibit transportation of advertisements in interstate commerce in all media for any distiller, brewer or vintner. Passage would affect the use of window displays, dealer material, and consumer contact items. The organization's Executive Director, Norton B. Jackson, registered its opposition to the bill at hearings of the Senate Committee on Interstate and Foreign Commerce.

The association contends that any product which can be manufactured and legally sold should not be burdened with unfair or discriminatory limits placed upon its advertising and sales promotion.

## R. H. Marriott President of S.C.C. of Great Britain

R. H. Marriott, D.Sc., F.R.I.C., was elected president of the Society of Cosmetic Chemists of Great Britain at its annual general meeting on May 21. Other officers elected were R. T. Dobson, Vice-President; P. J. Fowler, M.P.S., Honorary Treasurer; S. J. Palling, B.Sc., A.R.I.C., Honorary Secretary; H. W. Avis, J. Bather, P. G. Gugenheim, M.A., A.R.I.C., H. W. Hibbott, M.Sc., Ph.D., W. P. Pepper, M.Sc. and F. Riley, Members of Council.

Membership of the Society has increased to 174. The organization is planning to hold its annual dinner and dance in January, 1955.

## Royal Jelly Fed to Queen Bees Basis of New Cosmetic Creams

Royal jelly, produced by worker bees and fed to queen bees which outlive the workers by years, is the basis of cosmetic creams offered by two American companies: Marie Earle and Alexandra de Markoff, both of New York. Scientific work on royal jelly has been done by the National Institute of Research of France, Cornell University and the Agricultural College of Ontario. A milky, sharply sweet syrup, Royal Jelly is produced in minute quantities; efforts to synthesize it have failed.

## Report on Rose and Jasmin Spring Crops in Grasse, France

Both orange and rose crops in Grasse, France, have suffered somewhat from the late April frost but, contrary to some rumors, the situation is not as bad as has been pictured, Maurice G. Couderchet of Charabot & Co. Inc. reports.

The price of orange blossoms has not increased much, only Ffrs. 145 per kilo this year against Ffrs. 135 per kilo in 1953. The crop is about 70 to 75% of that last year.

The rose crop began on May 5. The price paid for the flowers to the growers will be about Ffrs. 220 per kilo against Ffrs. 200 last year. The crop will be about 70% of that last year or about 500 tons against 710 tons in 1953.

## Colognes in Aerosols Offered by Several Companies Now

Glass bottles, plain or plastic coated, are being used by an increasing number of perfumers for colognes. Recently Dorothy Gray introduced Cologne Atomist to retail at $1.50; Parfums Corday is offering Spraygrance at $2.50 or $3 depending on the fragrance; and Bourjois is market testing Evening in Paris Perfusion to retail at $2.50.

## F.T.C. Forms New Compliance Procedure

The Federal Trade Commission has formulated an "integrated compliance program" and other improvements in compliance procedure, calling for systematic and selective review of 4,000 cease and desist orders, 8,000 stipulation agreements to cease and desist, and 2,000 trade practice rules.

## Lentheric's New York Quarters Relocated

Lentheric's New York showroom, sales and executive offices will be located in the Squibb Building, 745 Fifth Ave., commencing August 1.

# KOMMON/ SCENTS!

The world's newspaper readers must be thrilled at the report of the newest archeological discovery in Egypt. If it's not a thrill, at least it's a relief from the Army-McCarthy hearings to learn that earlier big shots were buried by morticians instead of politicians.

• • •

The subject of Egyptian potentates of antiquity always is fascinating. In this day of housing shortages for the living it's provocative to hear about an age when even the dead had a roof over their heads.

• • •

Biggest difficulty for most of us, of course, is pronouncing the names of the Nile's earlier rulers. In this respect, the Senate sub-committee hearings are much more satisfactory. Anybody who read words on a back fence can understand the language in the monitored telephone conversations.

• • •

Sobering thought that comes out of the Egyptian reports is that "this too shall pass." The one invariable law of nature seems to be changed. With exceptions persisting, of course, this law does not seem to apply to demanding landlords.

• • •

It is doubtful if there was ever a child who didn't want to go to sea, making Egypt one of the chief ports of call. Consider the irony, then, of that unhappy King Fuad: Compelled to move to such monotonous places as the French and Italian Rivieras, uncertain Monte Carlo and the unsettling atmosphere of Paris with only wine, women and song.

• • •

When we were kids the big magazine supplements featured King Tut. Who'd have dreamed we'd reach a day where a new generation of youngsters dieting on electrons and atoms would react to new discoveries with a blasé: "Tut-Tut."

• • •

But the appreciative Cosmetic Industry knows the new Egyptian discoveries for what they really are: Pickled ancestors instead of soused relatives.

George Fiedler

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Branches: Cleveland, Ohio and Edgewater, N. J.

Above, Henri Kolin, general manager of Helena Rubinstein in Canada.

Left, entrance to foyer of the new Helena Rubinstein plant near Toronto, Canada.

### Helena Rubinstein Opens $750,000 Canada Plant

Helena Rubinstein opened a $750,000 Canadian plant last month at Queen Elizabeth Highway, Etobicoke, Canada, marking the 25th anniversary of the company's Canadian operation.

The plant features large expanses of glass, permitting color matching in natural daylight; dustproof flooring, gravity flow feed, inside loading, parking space for employees' cars with covered way to the entrance, an employee's cafeteria, dressing and rest rooms, and "sun-visor" treatment of all office windows to prevent direct sunlight from penetrating the offices during the heat of the summer.

The opening was presided over by Roy Titus, son of Mme. Helena Rubinstein, Henri Kolin, managing director for Canada, Oscar Kolin and Miss Mala Rubinstein of the New York offices.

### N.B.B.M.A. Board of Directors Breakfast Meeting September 1

The Board of Directors of the National Beauty and Barber Mfrs. Assn. will hold a breakfast meeting September 1 at Hotel Statler in New York City.

### DCAT Annual Meeting at Pocono Manor, Pa., September 23-25

The 64th annual meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade will be held at Pocono Manor Inn, Pocono Manor, Pa., commencing with a reception on Thursday evening, September 23, and ending with a banquet on Saturday, September 25.

### Would Permit Use of Trademark Without Owner's Consent

Foreign concerns having close relations with American trademark owners would be permitted to import goods under the American trademark without the written consent of the latter, under a proposed amendment to section 526 of the Tariff Act introduced in the House.

A number of industry members fear that the amendment would weaken perfume trademark protection.

### American Drug Products Buys 44.5% of Warner-Hudnut Stock

American Drug Products, Inc. has contracted to purchase 44.5 per cent of the Warner-Hudnut common stock from the trustees of the Gustavus A. Pfeiffer estate.

### Lady Esther Production in Mexico Seen by Mid-Autumn

Lady Esther face cream and face powder will be manufactured and sold in Mexico by Companio Comercial Herdez by mid-autumn of this year. The Mexican firm has a sales force of 30 men, permitting distribution of Lady Esther cosmetics throughout Mexico and Central America soon after manufacture begins.

### F.T.C. Upholds Jeris' Anti-Dandruff Claims

The Federal Trade Commission has dismissed charges that dandruff claims of Jeris' Antiseptic Hair Tonic are false as lacking proof. The Commission further found, the N.B.B.M.A. reports, that the record did not establish that the producer of Jeris advertised that its use will result in a healthy scalp.

In prohibiting the producer from representing that Jeris relieves or helps to prevent excessive falling hair, the Commission asserted that "relieves" means more than removing loose hair from the head, and that "excessive" means more than a normal condition of hair fall.

The producer was also prohibited from representing that it promotes or helps to promote hair growth. The manufacturer had contended that a daily massage with the product awakens the blood flow and helps promote healthy hair growth. The agency held that the phrase "helps promote healthy hair growth" represents that the use of Jeris, as directed, will help to promote the growth of hair.

The F.T.C. prohibited the manufacturer against representing that barbers are qualified for or capable of diagnosing or treating diseased condition of the scalp.

In line with its new policy on the use of the word "free," the F.T.C. upheld the manufacturer's claim that a bottle of "Fore" was given away free as not false or deceptive. It found that all of the conditions to the offer were clearly stated since the advertisements clearly showed that the producers of Jeris were making a combination offer of a regularly priced 83-cent bottle of Jeris Antiseptic Hair Tonic plus a regularly price 63-cent bottle of "Fore" after-shave lotion at a combined price of 74 cents.

### New York Board of Trade Studies Exporters' Needs

A study of export credit insurance and exchange transfer guarantees is being undertaken by the New York Board of Trade. The Board reports that most exporters are convinced of the need for more adequate foreign credit and financing equipment in the United States to meet stiffer competition of U.S. exports in world markets.

### Hosiery Colors Named After Rubinstein Shades

Burlington Mills' Cameo hosiery colors are being named after Helena Rubinstein face powders, permitting matching of stockings and face make-up.

## Dr. Ralph Evans Wins Second Prize in English Golf Match

Dr. R. H. Marriott, president of the Society of Cosmetic Chemists of Great Britain, London, who is well known to

Dr. Ralph Evans

cosmetic chemists in the United States reports that Dr. Ralph Evans of New York, second medalist of the Society of Cosmetic Chemists of the U. S. A., won second prize in the annual golf match on Walton Heath, May 19 with a standard scratch score of 74. The match was on handicap and Dr. Evans played off 24. He was awarded the cup presented by Firmenich & Co. The winner of the main cup was M. F. Landon, handicap 5, who returned 78 but had a better record for the last 9 holes.

Walton Heath is one of the best tests of golf in England. When the American Ryder Cup team was in England in 1949 for the professional match play championship they were thoroughly beaten because Walton Heath course was so different from American courses that they found it very difficult.

## Sales Representatives from 48 States at Factor Meet

Max Factor's first national sales meeting of 1954, May 28-29 in Chicago, was attended by sales representatives from all 48 states.

Presiding over the meeting was Maurice R. Chez, president of Sales Builders, Inc. Factor sales and distributing organization, assisted by his six district sales managers: Lee Rosene, Ben Gilmore, Joe Gabriel, Fred Hansen, Al Rubin and Michael Steiger.

Factor executives attending included Davis Factor, board chairman, Max Firestein, executive vice-president, and Menache Politi, European export manager.

Sales Builders' executives attending included Robert Schafhausen, assistant advertising director, Judge Smith, product manager, Dolly Reed, promotion and fashion coordinator, Charles Brown, market analyst, and Bruce Culbertson, sales analyst.

## Procter & Gamble Head Opposes Price Maintenance in Canada

Strong opposition to resale price maintenance and to the stand of the Canadian Manufacturers Assn. on the matter has been expressed by W. E. Williams, of Toronto.

Mr. Williams, president of Procter and Gamble Co. of Canada, was referring to the practice now banned in Canada, but whose revival is advocated by many, under which producers "suggest" to retailers the price at which their products should be sold.

"Certainly," said Mr. Williams in an address to the association's annual meeting, "with truly competitive pricing someone will get hurt, but cartel-type thinking inevitably leads to an umbrella over inefficiency.

"If the weak member who may not deserve to live is given his required profit, then the efficient members are making far more than they need for corporate health, and retail sale maintenance leads to this type of operation.

"I am not talking about a dog-eat-dog type selling but simple business efficiency designed to make a healthy industry and a healthy economy and bring to the consumer the greatest possible value."

Dealing with the argument that lack of resale price maintenance leads to loss-leader practices, under which a store offers a bargain price on one item to get the customers in, Mr. Williams commented; "If you take dealers' acutal cost of an item as "cost" and define loss-leader as selling below "cost" there has been little or no loss-leader selling in Canada. There has been lots of conversation about it but percentage-wise it has been infinitesimal.

"There has been price-cutting below normal levels but I think this is an extremely healthy factor and a symptom of normalcy."

Advertising, Mr. Williams said, helps protect against destructive price cutting from the manufacturer's viewpoint.

"You do not have to sharply cut prices because an unknown, un-advertised brand is cutting prices. An un-advertised brand in a mass market has no consumer standing, and the consumer is almost always willing to pay a little more for a known advertised brand than for an unknown, un-advertised brand."

The policy of the C.M.A., as most recently stated, is that it does not ask for restoration of resale price maintenance, but asks instead that the manufacturer be given the right to deny his goods to any one who uses his goods as loss-leaders.

Mr. Williams said this "is begging the issue because there is no specific definition of what constitutes a loss-leader, and the right to deprive an outlet of goods accomplishes the same result as resale price maintenance without so saying."

Mr. Williams said he didn't hold with the argument that high wages will price Canada or the United States out of foreign markets.

"Sure, a Canadian or American worker is paid three times as much as a worker in most other industrialized countries, but he is producing more than three times as much because we are supplying him with the right tools and correct technical background and research," he stated.

## Canadian Beauty Shop Trade Manufacturers Urge Fair Trade

Re-establishment of price maintenance was urged by Canada's Allied Beauty Equipment Mfrs. and Jobbers Assn. before the Restrictive Trade Practices Commission, a three-man federal body investigating retail price trade practices.

## Sees Sodium Periodate Method for Glycerol Determination

Changes in analytical methods for crude glycerine are predicted by the Glycerine Producers' Assn. following the removal of the long-standing acetin and the dichromatic procedures for glycerol determination from the American Oil Chemists Society list of Official Methods. Only the sodium periodate method, with some slight modifications, has been retained.

The Society took the action to speed adoption of the sodium periodate methods. The procedure is considered the most specific and most suitable for glycerol determination in undistilled crude glycerines.

## Brandeis University President Addresses Industry Members

Dr. Abram L. Sacher, president of Brandeis University in Waltham, Mass., addressed the third annual dinner dance of the Friends of Brandeis University in the cosmetic and drug industry recently held at the Waldorf-Astoria Hotel in New York.

Jack I. Poses, of D'Orsay, and Samuel Rubin, of Faberge, served as co-chairmen, with Herbert Storfer, of Parfums Corday, as program chairman.

# Looking for new retail outlets?

If so, you'll be keenly interested in an important new trend which is taking place in the laundry and drycleaning industries!

***The response to two items will give you the idea:***

**1. The item illustrated was listed editorially in the May issue of L & D AGE. Already it has pulled over 133 requests from readers for more information. This water repellent is packaged in aerosol spray container for resale by drycleaners to their customers.**

**2. A self-service zipper display and repair kit was among top twelve, for information requests, of 62 items listed in April issue. The counter display contains 57 zippers in the fastest-selling colors and lengths—as well as sliders, top and bottom stops, and a tool for removing old slides.**

If you have one or more retail items of special tie-in appeal for laundry and drycleaner customers, we suggest you investigate the laundry and drycleaning field—where counter display space is less competitive than is true of other-type retail outlets.

In L & D AGE you reach 35,000 laundries and drycleaners. Most of them represent excellent retail outlets for many items. Inquiries invited.

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*The* "LIFE" *of the Laundry and Drycleaning Industries!*

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### F.T.C. Permits F.T. Contracts by Retailing Manufacturers

Fair Trade contracts between manufacturers and their retail customers are legal, even though the former may own and operate competing retail outlets, according to a ruling by F.T.C. examiner J. Earl Cox in a case involving the Eastman Kodak Co., Rochester, N.Y.

### Albert Stasse a Veteran of 25 Years in Perfume Glassware

Albert N. J. Stasse, founder and president of the Stassal Co., Inc. has completed a quarter of a century in

Albert Stasse

the fine imported and domestic glass industry in the United States; for it was exactly 25 years ago—nine years after he first arrived in this country on Decoration Day 1920—that he joined the old Nancy Crystal Co., the American company of Cristalleries de Nancy, France. In that span of years he has traveled widely and won a host of friends throughout the perfumery and its allied industries.

Mr. Stasse was born and educated in Brussells, Belgium. His first job was as a salesman for a Cooperative after World War I. In 1919 he married and the following year came to the United States to join his mother and brothers who had previously come to this country. His first job was in New York with the Union Tank Car Co., previously a branch of the Standard Oil Co. of New Jersey, for whom he worked for eight years. He then became a commercial photographer but abandoned this work after two years to enter the fine glass business with which he has been connected ever since. It was in 1929 that he joined the Nancy Crystal Co. in New York and when the parent company in France went out of business seven years later all assets in the United States were liquidated. He then joined, in 1936, the Joseph Riedel Glass Works and materially helped to develop its atomizer business. Unfortunately the factory from which the company received its glassware was in the Sudetenland and on account of the prejudice which existed prior to World War II against purchasing German-made merchandise, a virtual boycott forced him to abandon this work. He then organized the Francobel Importing Co., bringing bottles from France and Belgium to the United States. Then for about a year after the outbreak of World War II he was associated with the perfumery house of Houbigant Inc. but he left in 1940 to become treasurer and general manager of the Sudbury Import Co., a position he held for seven years.

The final step in his checkered career came on January 1, 1948 when he founded the Stassal Co. His broad knowledge of the fine glassware business abroad and here enabled him to specialize to advantage in the importation of bottles from France and also England, the latter supplying chiefly rubber plugs. Later domestic made bottles and paper boxes were added to the lines of bottles made by leading producers in France and the United States and the service was expanded to include special mold bottles as well as stock bottles. The business thrived under the impetus of the personal service rendered by Mr. Stasse.

Mr. Stasse has one son, Albert Stasse Jr. who was graduated from Lehigh University in 1952. After graduation he enlisted with the U. S. Air Force and is stationed at the George Airforce Base in California, largely doing statistical work. His command of two languages promises to enable him to render useful service as an interpreter.

### Views Effect of Supermarket on Neighboring Stores

A new study indicating how supermarkets build traffic for neighboring non-food stores is reported in "How the Supermarket and a Supermarket-Sold Magazine Affect Customer Traffic in Three Neighborhood Shopping Centers," published by *Family Circle Magazine*, based on interviews of 2,384 customers of non-food stores.

### Max Factor Reports Color-TV Make-Up Line

A complete range of shades in color television make-up for RCA's Compatible System of color TV has been reported by Max Factor. The development is said to be the culmination of more than seven months of research and experimentation by the Hollywood make-up firm, which worked in conjunction with NBC's TV-Color Research Department.

### Bonne Bell, Inc. Employs New York Office Facilities

Bonne Bell, Inc. of Cleveland, O., is utilizing the office, showroom and staff of Edward W. Mahoney, Inc., 660 Fifth Ave., as its New York office.

### Ritchie & Janvier, Eno-Scott & Bowne Combine

Ritchie & Janvier, Inc. and Eno-Scott Bowne, formerly of Bloomfield, N.J., have combined as Harold F. Ritchie, Inc., 65 Industrial South, Clifton, N.J.


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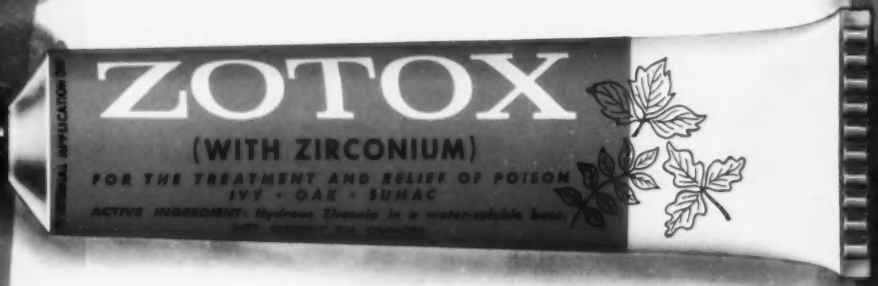


ZOTOX, product of Zotox Pharmacal Company, Inc., Stamford, Conn., chemically neutralizes the violent poisons — poison ivy, oak, sumac. It removes excess poison, and prevents its spreading . . . offering blessed relief! So effective is Zotox with Zirconium that, in most cases, it actually prevents inflammation when applied up to one hour after contact.

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The ladies, of course, have depended for years and years on cosmetic and beauty preparations made more alluring by Norda fragrances, shades, and colors. As you probably know, Norda research and achievements have made it possible for many leading makers of perfumes, colognes, lotions, lipsticks, powders—all cosmetics—to create some of their outstanding successes.

Norda makes good scents. Norda is known for that honest statement. *Norda was the first ever to talk sales scents with you.* So talk over your problems with Norda. Send for Norda samples and test them. Won't you do it today?

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JULY

# Sampler

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**The handy coupon on the third page of the Sampler Section is divided in two sections. As you will see, one section is to be used *only* when further information and literature is wanted. The other section is for *ordering* Samples.**

## Technical Abstracts

**Deodorant Antiperspirant.** Francis M. Thurmon (to Rohm & Haas Co.). U. S. 2,653,902, Sept. 29, 1953.—A water-sol. salt of an org. acid and a cation-exchange resin with a $CO_2H$ group are incorporated in a hydrophilic base. Thus 15-25% of a copolymer of methacrylic acid and divinylbenzene and 10-20% Al phenolsulfonate are dispersed in an oil-in-water emulsion-type base. This compn. is stable, non-greasy, non-irritating, non-dehydrating, non-hygroscopic, removable with water, compatible with medications, non-staining, non-corrosive, and free from objectionable odors. It is used as a deodorant and antiperspirant on axillary surfaces. Through *Chem. Abs.*

**Permanent Waving of Hair.** Ernst O. Schnell. U. S. 2,653,121, Sept. 22, 1953. —A solid, hair-waving prepn. is composed of Ca thioglyconate and a water-sol. acid-reacting $NH_3$ salt, i.e. formate, chloride, bromide, acetate, or nitrate. When dissolved in water the pH of this mixt. is 9-10.5. Through *Chem. Abs.*

**Food Flavoring.** Morton A. Searle, U. S. 2,665,988, Jan. 12, 1954.—Monosodium glutamate is coated with bitamin $B_1$, $B_2$, C, or $B_{12}$, either singly or in combination, to enhance or increase the flavor of the foods in which they are placed. Through *Chem. Abs.*

**Therapeutic Chewing Gum.** Kurt Redtenbacher and Richard Trauner. Austrian 176,636, Nov. 10, 1953.—A chewing-gum mass contains, at least in its outer layers, abrading and mech. polishing agents of a Mohs hardness $\geq 2$ and has a particle size of 20-80 μ. The polishing agents may be $CaCO_3$, $CaSO_4$, $CaF_2$, $CaHPO_3$, bone meal, milled dental enamel, etc. Preferably, the chewing-gum mass is sweetened only with synthetic sweetening agents and contains BzONa as a preservative. A gum so prepd, is useful for prevention of paradentosis and dental caries. Through *Chem. Abs.*

**Cosmetic.** Fumiko Hasegawa. Japan. 249('53), Jan. 21.—Colloidal MgO is emulsified with a nonionic surface-active agent, the emulsion is mixed with a $TiO_2$-stearic acid emulsion, and this is mixed with usual cosmetic base. Through *Chem. Abs.*

**Dentifrice for the Prevention of Tooth Decay.** Masao Tamura. Japan 1700 ('53), Apr. 20.—The dentifrice contains 0.1-3.0% Ca lactate and (or) Na succinate. Through *Chem. Abs.*

**Ammonium Zeolite Dentifrice.** Michinosuke Ogawa. Japan. 1000(53), Mar. 9. Nazeolite is treated with $NH_4OH$ to give $NH_4$ zeolite, and this is used as a main component of dentifrice. K. Kitsuta, through *Chem. Abs.*

**Possible Relationship Between the Ionic Species of Glutamate and Flavor.** Irving S. Fagerson. *Agricultural and Food Chemistry*. April 28, 1954. p. 474. —The unique flavor effect obtained when monosodium glutamate is added to foods has led to its wide use in the food industry. The fact that the effect is most pronounced between pH 5.0 and 6.5 suggests that only one of the ionic species of glutamate may be responsible for its flavor properties. A study of the equilibrium of the ionic forms of glutamate as a function of pH has shown that one ionic form of glutamate is predominantly present in the pH range 4.5 to 7.0. Comparison between the calcu-


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A specialty product, developed to replace the natural oil in soap compositions. Very stable and alkali resisting. Envelopes all the characteristics of the natural oil, rosy and pungent, ideally suited as an extender of Geranium Bourbon.
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lated percentage of glutamate present in this ionic form and the intensity of the glutamate flavor is in good agreement with experimental data from the literature. The ionic theory explains the non-effectiveness of glutamate in acid foods as due to the low equilibrium concentrations of the flavor-active ionic form at pH values below 4.0. A method is presented for estimating total glutamate concentration for desired flavor effect above this lower pH limit. Through *Chem. Abs.*

**Eczema of Hairdressers Caused by Thioglycerin in Permanent Waving by the Cold Process.** E. Gasser, Schweiz. med. Wchnschr. *83:* 448-450 (May 9) 1953.—Monothioglycerin is a constituent of certain preparations used in the cold permanent hair-waving process, which were first introduced in Switzerland in June, 1952. Other preparations have contained thioglycolic acid. These two compounds act through their keratolytic action. The chemistry and use of these substances are described, and reference is made to the literature, some of which states that thioglycerin has a very high sensitizing action on the skin both of man and animals, although it is not directly toxic. Ind. Hyg. Occ. Med. Vol. 9, No. 3, 1954 p. 265, through *Chem. Abs.*

**Determination of the Composition (Aromatic Principle) Content of Perfumes and Eau de Colognes.** L. N. Petrova, E. N. Novikova, E. A. Simanovskaya, and A. P. Levdjkova. *Masloboino-Zhirovaya Prom. 18,* No. 7, 25-7(1953). —Two methods are described. One is based on the extn. of the aromatic principle with $CHCl_3$ and the removal of the solvent as an azeotropic mixt. with MeOH. This method can be used for the analysis of all perfume-contg. liquids. In the 2nd method the EtOH and $H_2O$ are removed directly as an azeotropic mixt. with $C_6H_{12}$. It can be used only for the analysis of liquids contg. less than 10% of $H_2O$. Through *Chem. Abs.*

**Testing Quaternary Ammonium Germicides.** G. R. Goetchius & H. Grinsfelder (Rohm & Haas Co., Philadelphia, Pa.). APPL. MICROBIOL. *1,* 271-7(1953).—A study of the value of the phenol coeff. test for detg. germicidal activity of alkyl ($C_9$-$C_{15}$) tolylmethyltrimethylammonium chloride (50% solns.) with *Salmonella typhosa* as test organism has shown that the test as devised by the *U.S. Food and Drug Admin., Circ. 198,*(1931) should not be applied to quaternary ammonium compds. without modification to limit variation in results. A modified procedure has been devised. D. Perlman, through *Chem. Abs.*

**Smokeless Smoking.** Andrew Moldavan. CAN. FOOD. INDS *24,* No. 7, 22-3 (1953).—During the war a technique was devised for preserving foods with only the essential and aromatic constituents of beechwood smoke. The pyroligenous liquor, freed of tar and heavy undesirable constituents, is distd. to yield pure smoke oil (fumeol). This may be made into a 2-3% soln. for soaking the food or it may be sprayed on the food or added with salt. This treatment retards oxidation and bacterial spoilage. J. L. Charles, through *Chem. Abs.*

**Salt Dentifrice.** Jacques E. Brandenberger and Francois J. Bossard. U.S. 2,658,851, Nov. 10, 1953—A stable emulsion contg. a satd. aq. NaCl soln. has therapeutic effects when used as a dentifrice. A soln. is prepd. contg. 11 parts of wt NaCl in a mixt. or 30 parts water and 15 parts by wt. of pure glycerol. The tooth paste is prepd. by mixing the NaCl soln. 56 with bentonite (colloidal kaolin) 12, Ca or Mg carbonate 25, petrolatum 3.5 and paraffin oil 3.5 parts by wt. Through *Chem. Abs.*

**Agents for Cleaning Mouth and Teeth.** Wilhelmus L. Vols. Dutch 72,224, Apr. 15, 1953.—In ammoniated dentrifices and mouthwashes the $NH_3$ is incorporated in the form of cation-exchange materials, e.g. bentonite or zeolite, which are charged with $NH_4$ions, especially ammonium bentonite prepd. by treating bentonite with N $NH_4Cl$ soln. and washing afterwards with MeOH. The admixt. of substances giving free cations must be avoided, and the pH must be not higher than 8.5, so that no $NH_3$ development occurs, but only an exchange of $NH_4$ ions with Kions in the saliva. As a polishing agent, $CaCO_3$, $MgCO_3$ and similar insol. substances are added together with colloidal thickening agents, nonionogenic detergents, sweeteners, etc. If soap is added, the solvent must consist of or contain enough alc. or gylcerol to reduce ionization to a min. H. P. T., through *Chem. Abs.*

**Stabilization of Glyceride Oils.** Arthur W. Schwab, Cyril D. Evans and Patricia M. Cooney (U.S.A., Secy. Agr.). U.S. 2,661,358.—Glyceride oils are stabilized by the addition of chelidonic or chelidamic acid. Through *Chem. Abs.*

**Benzoylresorcinol as a Color-Stabilizer.** Arthur L. Fox and Robert J. Mehaffey (to Colgate-Palmolive-Peet Co.). U.S. 2,664,383, Dec. 29, 1953.—From 0.005% to 0.25% by wt. of benzoylresorcinol will stabilize the color in typical cosmetic compns., such as toilet water, perfume, and after-shave lotions, to which normally light-sensitive dyes have been added. Through *Chem. Abs.*

**Alleged Effect of Vitamin D on Skin Respiration.** Leiv Klungsoyr and Alexander Pihl (Nutrition Research Inst., Oslo, Norway). *Acta Physiol. Scand. 29,* 377-80 (1953).—In rachitic animals a reduced O consumption of the skin has been observed and attributed to the lack of vitamin D. However, the present series of expts. on skin sections from rats do not bear this out. The effect on the skin respiration may actually be due to the riboflavine deficiency of the Steenbock rachitic diet No. 2965. Through *Chem. Abs.*

**Synthesis of Acetylenic Perfumes.** II Methyl heptynecarboxylate. Seiichi Ishikawa and Eiju Yamamoto (Sci. Research Inst., Tokyo). *Repts. Sci. Research Inst.* (Japan) *28,* 257-8(1952); cf. *C.A. 47,* 3231c.—$Me(CH_2)_4OH$ (from BuOH by Grignard reaction through BuBr, BuMg-

# JULY

# Sampler

Br, and $BuCH_2OMgBr$; yield 55-60%) by the previous procedure was brominated with HBr to AmBr, from which with NaC: CH in liquid $NH_3$ was obtained 75% AmC:CH. This was changed with $NaNH_2$ to AmC:CNa, carboxylated with $CO_2$ to $C_5H_{11}C$: $CCO_2Na$, then converted to 50% AmC:-$CCO_2H$ and finally methylated with MeOH and concd. $H_2SO_4$ to 80% AmC:$CCO_2Me$, $b_4$78 after extg. with $Et_2O$-NaCl, washing with 1% $Na_2Co_3$, and drying with $CaCl_2$. J. G. Yoshioka, through *Chem. Abs.*

**Steroid Hormones. I. Estrogenic and Androgenic Substances from the Nonsaponifiable Fraction of Egg Oil.** 1. Hiroo Takikawa and Keiko Ono (Gumma Univ.). *J. Pharm. Soc. Japan 73,* 180-4 (1953).—The oil from egg yolk was sapond. with alc. KOH and sepd. into unsaponifiable matter (I) and acids (II). I gives an oxo steroid (III), white needles, m. 142-3°; semicarbazone, m. 258-60°; oxine, m. 188-90°. III gave a pos. vaginal smear in young female mice, and caused increase in wt. of the seminal vesicle and prostatic gland in castrated male mice. II was composed of a liquid acid contg. oleic, linoleic and higher unsatd. fat acids, and a solid mixt. contg. palmitic and stearic acid. K. Kitsuta, through *Chem. Abs.*

**The Free Amino Acids of Human Skin.** G. Leonhardi, I. v. Glasenapp, and G. Bruhl (Univ. Frankfurt a. M., Ger.). *Hoppe-Seyler's Z. physiol. Chem. 292,* 89-94(1953).—Twenty-two free amino acids were sepd, and identified in the cutis, dermis, and water-sol. surface layer of human skin. Cystine and methionine do not occur in the free state in skin. The amino acids were: aspartic acid, glutamic acid, serine, glycine, threonine, alanine, tyrosine, tryptophan, valine, phenylalanine, leucine, lysine, arginine, glutamine, citrulline, histidine, ornithine, taurine, cysteic acid, hydroxyproline, proline, and a-aminobutyric acid. Bernard Klein, through *Chem. Abs.*

**Fruit Flavors.** J. H. McGlumphy (Van Ameringen-Haebler, Inc., Elizabeth, N.J.). *Perfumery Essent. Oil Record 44,* 352-5(1953).—A review is given of improved methods for the concn. of fruit flavors, of known aromatic constituents of the more important fruits, and of analytic findings. 36 references. Through *Chem. Abs.*


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**A Simplified Calamine Lotion.** Arnold D. Marcus and Byrl E. Benton. J. Am. Pharm. Assoc., Pract. Pharm. Ed. 14, 290 (1953).—A concentrate with Veegum-HV was prepd. by using 2 g. of gum and 8 g. each of calamine and ZnO and triturating until a homogeneous mixt. is produced. Eighteen g. of the concentrate is vigorously agitated with $H_2O$ (just removed from boiling or at room temp.), gradually adding the concentrate until all of the solids have been uniformly dispersed throughout the $H_2O$, and then made up to 100 cc. The product may be phenolated without loss of stability, spreads easily and smoothly over the skin, and will not rub off on clothing. C.A., *47*, 16, 8314, 1953.

**Cosmetic Base.** Kimitoshi Nakazawa, et al. (to Nissan Chemical Industries Co.). Japan. 1312 ('50), Apr. 19. A suitable base is castor oil which is hydrogenated at +130° and 2 atm. to an I no. of 60. K. Kitsuta. Chem. Abs. *46*, 16, 7719.

**6-Methyl-a-ionone.** Firmenich & cie (Successors to Societe anon. M. Naef & Cie). Swiss 262,269, Oct. 1, 1949 (Cl. 36). The odor of 6-methyl-a-ionone (I) resembles that of irone. I is prepd. in the following manner: Methyl-linalool 10, $Ac_2O$ 7, and AcOH 7 kg. are heated 6 hrs. at 150-5°, the mixt. distd. at 0.2 mm. to give 5.6 kg. of product b. 71-4°, this product treated with KOH 3 kg. in 15 l. MeOh 8 hours to give 2.7 kg. methylgeraniol (II), b. 73-4°. II 2.7 $(iso\text{-}PrO)_3$ Al 3.4 kg., $C_6H_6$ 40, and $Me_2CO$ 40 l. are refluxed 60 hrs., the $Me_2CO$ and $C_6H_6$ distd., the soln. cooled to 0°, hydrolyzed with excess HCL in the presence of $Et_2O$, and the $Et_2O$ soln. washed to neutrality and fractionally distd. to give 1.08 kg. n-methylpseudoionone (III) b 91-2°. II I is stirred with $H_3PO_4$ (d 1.65) 4 kg. at —4° for 20 min. and the soln. held at 50-5° for 15 min., dild. with $C_6H_6$, and added to ice to give 680 g. of a mixt. of 85 per cent I and 15 per cent of the b-isomer (IV) of I; $PhNHNHCONH_2$ gives only a deriv. of I, m. 166-7°, hydrolyzed to I, b 70-1° 1.5012-1.5024, 0.9397-0.9332. I can also be prepd. as follows: III 1 and 60 per cent $H_2SO_4$ 5 kg. are stirred 1 hr. at 30-30° and ice added to the mixt. to give 90-95 per cent I and 5-10% IV. I is sepd. as its phenylsemicarbazone. Chem. Abs. *45*, No. 12, 5189 (1951).

## Less Tooth Decay or We Pay $5 Block Drug Co. Advertises

"Less tooth decay or we pay $5 for every cavity" is the theme of an unusual test campaign by Block Drug Co. on behalf of Amm-i-dent toothpaste in Green Bay, Wis. Based on an honor system, consumers agree to buy Amm-i-dent and send their names and addresses to Block Drug Co. They receive a form, upon which their dentist marks their cavities, and which is to be returned to Block Drug Co. This form is then compared with a second one, to be filled in a year later. The firm compares the two and pays the consumer $5 for every cavity acquired within the year.

## Hazel Bishop, Inc. Leases Paramus, N.J., Building

Hazel Bishop, Inc. has taken out a 5-year lease on a 40,000 square foot, partially air-conditioned building at Paramus, N.J. It will house administration, warehousing, shipping, and testing laboratories.

## Boston BIMS Hold First Golf Outing of Season

BIMS of Boston held their first golf outing of the season on June 24 at the Weston Golf Club, Weston, Mass., followed by a steak dinner in the evening, chairman Hart Harris, Jr. reports.

Golf prizes were won by William Starkey, C. P. Seaverns, James Kelly, Dave O'Connell, F. J. Hailer, Jr., Al Weston and Hart Harris.

Door prizes were won by Ernest Ingham, Lyle Stymiest, Harold Ingham, Charles Houghton, Warren Kell and Robert H. Jackson.

Special prizes were awarded to F. J. Hailer, Jr. and John Ahern. T. J. Conlon won an outdoor barbecue set in a raffle.

E. E. Aldrich, treasurer, has resigned and has been replaced by C. T. Hoye, Rexall Drug Co.

ANDRE PISSARRO, executive vice president of Mane Fils Inc., New York, arrived by airplane June 30 from a month's vacation in his native France. While abroad Mr. Pissarro conferred with officials of the parent company, V. Mane Fils at Bar-sur-Loup, France.

FRANK J. BERGER has been appointed head of the recently expanded research and development program of the Wella Corp. which is now operating in its new plant in Englewood, N. J. Mr. Berger was formerly chief chemist of Locks Laboratories, Mt. Vernon, N. Y., and is an active member of the Society of Cosmetic Chemists, serving this year as a member of its program committee.

DR. C. M. NIENHUYS, manager of N. V. Chemische Fabriek "Naarden," Holland, has been appointed Deputy-Director. B. GROENENDIJK and R. KORTEWEG, both of the export department, have been granted collective power of attorney.

ARTHUR R. KOHL, manager of the Household and Chemical Div. of Owens-Illinois Glass Co., has assumed the added duties of manager of the Toiletry and Cosmetic Div.; ROBERT F. MILLER, manager of the Prescription Ware Div., has been named in addition manager of the Pharmaceutical and Proprietary Div.

GLENN A. EATON has been appointed sales manager for Duvelle Perfumes, Portland, Ore., general manager C. L. EATON reports.

LES SAUERS, formerly with Helene Curtis, is now general sales manager of Consolidated Royal Chemical Co. and Liquinet Corp.

FRANCIS BOYER, president, recently received a citation from the American Medical Assn. to Smith, Kline & French Labs. for "pioneering use of television in bettering the health of the nation."


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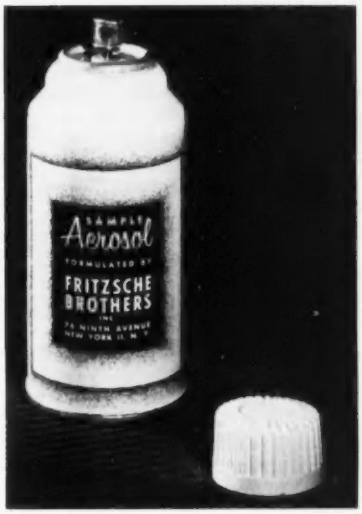
### Fritzsche Brothers Offers Aerosol Fragrance Formulation

Fritzsche Brothers, Inc., New York, is presenting aerosol fragrance formulations to customers in a newly designed dispenser. The white enamel




New fragrance formulation aerosol

coated metal container has a wrap-around label printed in black and chrome yellow, with white lettering, and is topped by a white plastic top.

### Breck, Inc. Gives Laboratory to Mass. College of Pharmacy

John H. Breck, Inc. formally bestowed a microbiology laboratory on the Massachusetts College of Pharmacy of Boston at a recent ceremony held in conjunction with the latter's annual graduation exercises and the commemoration of the 131st anniversary of its founding. The laboratory was presented to the college on behalf of his firm by Edward J. Breck, president of John H. Breck, Inc. and a graduate of the Massachusetts College of Pharmacy, Class of 1928.

### Mass. College of Pharmacy Students Tour Breck Plant

Over 100 members of the Mass. College of Pharmacy of Boston recently visited the plant and main offices of H. H. Beck, Inc. in Springfield, Mass. Highlight of the tour was their visit to the firm's new research and development laboratory.

### Furlager Mfg. Co., Paris Cosmetics at New Location

The Furlager Mfg. Co. and Paris Cosmetics are now located at Roosevelt Avenue and 99 St., Corona 68, Long Island, N. Y.

### European Chemical Engineering Congress to Meet May 14-21

The Congress of the European Federation for Chemical Engineering for 1955 will be held in Frankfort A. Main, May 14-21, 1955, on the occasion of the ACHEMA XI—Chemical Apparatus and Equipment Exhibition and Congress.

### Gift, Fancy Goods Show Seen Attracting 10,000 Persons

A trade audience of more than 10,000 persons, based on advance registration, is expected to attend the Second U. S. International Gift & Fancy Goods Show, August 22-27 at the Astor Hotel, New York City.

### Offers New Cosmetic Research, Analytical Services

The Industrial Pharmacology Labs., Chicago, Ill., has established a new research and analytical service for the cosmetics industry, executive director T. P. Brennan has announced.

### First National Retail Industry Show January 7-11 in New York

The first National Retail Industry Show will be held January 7 through 11, 1955 at Madison Square Garden, New York. The new show, sponsored by the Store Modernization Institute, will be combined with the 5th Store Modernization Show which in the past has been held in June.

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## Sidelights on the News

### Outlook for 1954 Still Unclear

ALTHOUGH, as we write, the first few months of 1954 are already history, and tax returns and other methods of sales computation are available, one can only hazard the guess of a crystal-ball gazer as to what the toiletry sales for this year will total. The general economic situation in the country seems to have levelled off at a production rate lower than last year's, but the decline has not continued. The Administration, it is generally felt, is preparing for active intervention on the economic scene to prevent any increase in unemployment. There are few inflationary trends noticeable (despite the notorious example of coffee), but inflation has the dual effect of leaving less money in the hands of the consumer for spending on less essential materials, while causing the total sales figures to rise as prices of consumer goods (including toiletries) are forced to go up.

With the tax reduced to 10%, there should be some impetus to buying, particularly of higher priced toiletries such as fragrances and gift boxes, in which the tax has added considerably to the cost. The continued growth of the house-to-house canvassing and of the supermarket (together they accounted for 33.8% of the market in 1953, as against 31.5% in the previous year), may mean a decline in the average unit price of cosmetic purchases. This is not only because the supermarket and house canvasser are not likely to make successful selling efforts at the higher price levels, but because the drug and department stores may be forced to introduce lower priced toiletry lines in order to hold their own against the other outlets.

Finally, the effect of the introduction of new products on the total sales cannot be overlooked. Does a new product become a plus factor, or does it take away from the sales of other companies or of other products by the same company? These are questions that can be answered only for each individual case. The advent of several new toothpastes and changed toothpaste formulas seems to have resulted in a stepped-up advertising campaign of the entire dentrifrice industry, and hence higher total sales. In the shaving cream field, the higher sales of aerosol products, according to the T.G.A., brought the total dollar volume up, because the average cost per shave is somewhat higher. Such new products as the recently announced baby shampoo that is completely non-irritating to the eyes, the darkener for men's gray hair, and the lanolin-based aerosol hair preparation, are likely to add new dollars to the total sales, rather than switch from one type of material to another. Even the advent of the aerosol suntan may well result in more suntan preparations being sold, rather than in the replacement of some preparations by others.

It would seem to us unrealistic to look for any spectacular growth in total toiletry sales for 1954. We believe that, weighing the various factors that we have mentioned, the total sales for the current year should not show a decline from 1953, and may possibly show an increase to about the same extent as the population growth anticipated for the year.

### Changing Attitude Toward Dyed Hair

IT is sometimes difficult to grasp a period of change as one lives through it. An exception, however, can be recorded in the case of hair dyes, or more exactly, the case of dyed hair. A generation ago, it was a matter of shame for a woman to bear the reputation of having dyed her hair. The color of the hair had to be that of nature, or it was not so much a tint as a stigma. A woman's beauty might be enhanced by obviously painted lips, painted nails, and rouged cheeks, but to be a "bleached blonde" was synonymous with being of ill repute. How far have the cosmetic and beauty culture industries advanced in the breakdown of this prejudice? Great strides have been made, but it would be foolhardy to believe that there is as little stigma attached to artificially colored hair as to made-up nails or lips. The changing attitude toward dyed hair is presently taking place, encouraged by advances in cosmetic formulations that have made new products better.

### NWDA Urges Simplified Catalogs

THE National Wholesale Druggists Association has again urged drug manufacturers to use a simplified and a standardized size and format for their catalogs, and has called attention to the combined catalog recently issued by the singly-owned firm, New York Quinine and Chemical Works and S. B. Penick & Co. The arguments in favor of the standardization have been ably presented in the past, and are derived not only from the NWDA, but from the U.S. Department of Commerce. It would seem to us that these arguments are valid, even though the problem be less urgent, for aromatic chemical and essential oil suppliers. This is a matter, at any rate, worth serious investigation, and the action of S. B. Penick & Co. may serve to bridge the gap between drug houses and aromatics firms in the drive for a standardized layout and format.

### Profit Rates Low, Drug Prices May Rise

AT the recent conventions of the National Assn. of Retail Druggists and the National Wholesale Druggists Assn., a warning was issued to the effect that drug trade prices can no longer hold their line. Prices at the retail and wholesale levels have risen but little, it is contended, and the ratio of profit to sales has suffered a steady decline. In fact, the wholesale druggist, we are informed, is operating at a net profit rate lower than any since the depression year of 1935. These and many related facts and figures were recited at length and in convincing argument at the conventions. However, we believe it would be most unfortunate if the wholesalers and retailers (with the cooperation of manufacturers) were to be precipitated into unwise price increases. The rate of profit tells only one part of a story; the rest must be filled in by the volume. Either figure without the other can be misleading. Before prices should be permitted to travel upward, not only must one consider dollar volume and profit rates, but, even more important, the effect of such increases on sales resistance and on the struggle for the share of the consumer's dollar. If, as one executive suggested, an effort is to be made "to bring the retail prices of the leading drug store items up to the levels comparable with those in other industries,"—presumably in a ratio similar to that which existed before the war—then every retailer, wholesaler and manufacturer deserves to know what the effect of such adjustment will be on the total sales volume.

### What Shall We Do About Healthy Old People?

IN these editorial columns, we have only rarely strayed from comment on problems specific to the toilet goods, flavoring, and closely related fields. We have not felt that it is the province of our journal to discuss with the readers our opinions on things political, scientific, and industrial. We have a specific task, not a general one. But we are deeply concerned about the inability of healthy people in their latter fifties, certainly their sixties, and sometimes their seventies, to find a place for themselves on the economic scene. This not only involves the question of a man in his fifties who finds himself out of work because of corporate changes or other reasons, but it involves the compulsory retirement plans that many firms have instituted. At the age of 60, or more often 65, the worthy and trusted employee is compelled to leave the firm, with a pension that may or may not be adequate. We know of one case where the rule was so rigid that the president of the firm was forced into retirement.

Aside from the economic question—the inadequacy of most pen-


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# cancer

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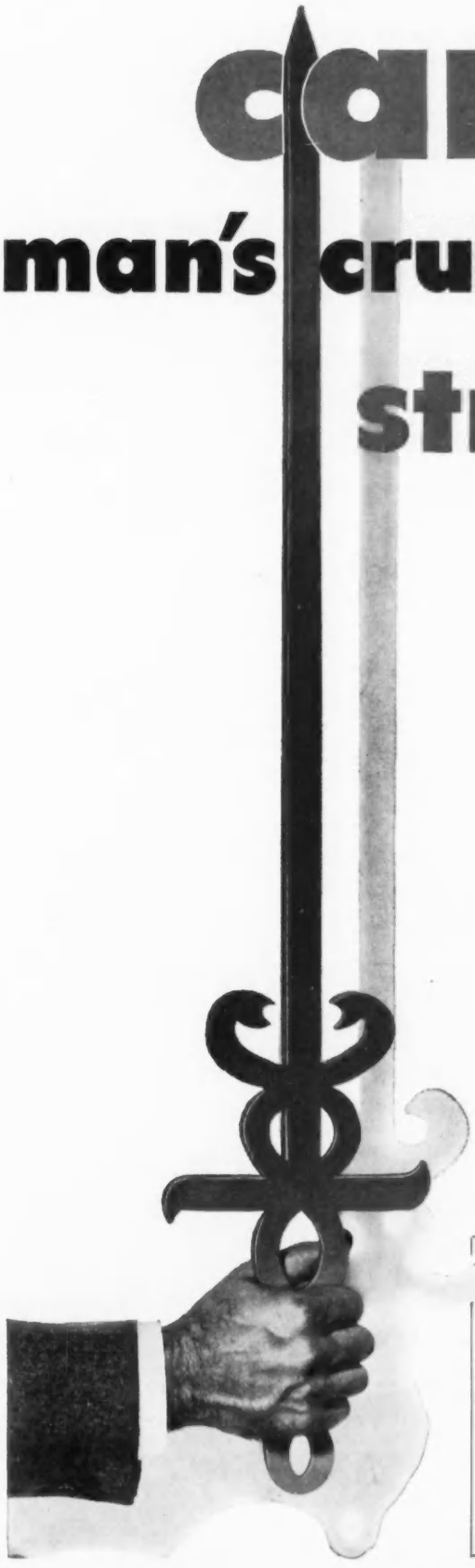
## strike back



"CANCER" is an unpleasant word. It's easier not to think about it—to turn the page, to pass on.

MOST FOLKS who see this ad, will do just that . . .

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LAST YEAR, Americans contributed more than ever before to the American Cancer Society. But still not enough. Not nearly enough for the struggle that *must* be waged if this implacable enemy is to be conquered for good —if we are to make cancer, like so many once-dreaded diseases, only an unpleasant *memory* in man's long and victorious struggle against his ancient enemies.

THIS YEAR—please—give more generously than ever. For your help is *needed* more than ever. Won't you please clip the coupon *now*—?

American Cancer Society

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☐ Enclosed is my contribution of $..... to the cancer crusade.

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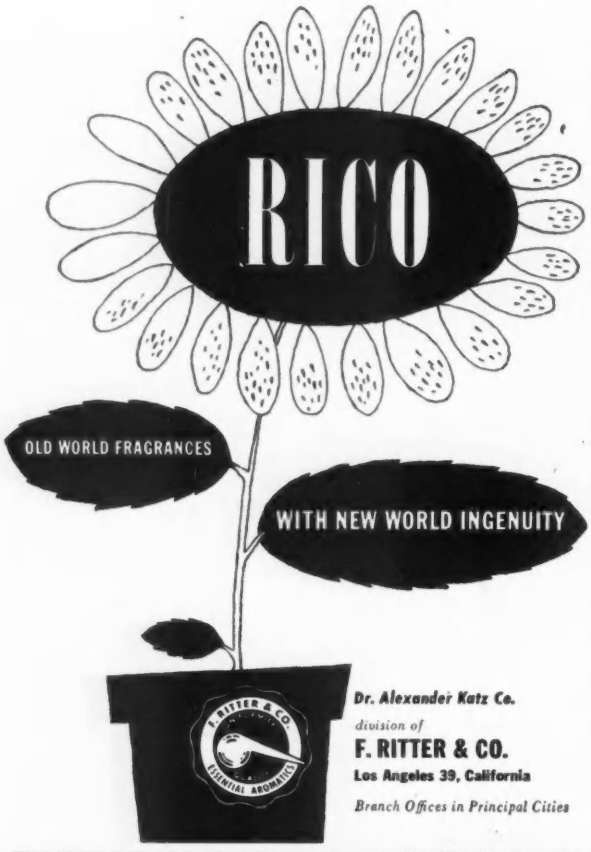


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sion plans to provide in a manner comparable to the previous standards of the employee—we are concerned with the human waste, with the unhappiness of literally millions who do not wish to sit on the front lawn or to spend their days with a little garden. Because of the advances of geratrics and of medicine generally, many of these people are strong and healthy, they are certainly mentally alert, and they have experience that industry cannot easily replace. Our human resources cannot be so plentiful that we can afford to dispense with these people! Our human sentiment cannot be at so low an ebb that we can heartlessly toss to the winds men and women who yearn to be part of the American economic scene!

## Among Our Friends

HENRY O. DOW, formerly Alfred D. McKelvy Co. sales manager, has

Henry O. Dow

been appointed Bourjois sales manager.

DAVID MARGOLIS has been appointed sales manager for Hazel Bishop, Inc., New York, N. Y.

HAROLD HUTCHINS has been appointed advertising manager of *Cosmetics & Toiletries*, New York, N. Y.

RUSSELL A. MacDONNELL, formerly with Vick Chemical Sofskin Co., has been named president in charge of sales for Grove Lab. Inc. of St. Louis, Mo.

JOSEPH M. NESTER, president of the Obear-Nester Glass Co., has been elected president of the Glass Container Mfrs. Institute.

HARRY J. LEHMAN JR. has been appointed assistant to the president of the Wildroot Co., his father HARRY J. LEHMAN Sr.

ADOLPH DINGFELDER of The Felton Chemical Co., Inc. is on a six months' business tour of Europe and

Adolph Dingfelder

the Near East. He is making his headquarters at the office and plant of Felton in Versailles, France. M. LEON GEFEN, director of Felton's French operations, who recently visited Felton home offices in Brooklyn, is now back at his post, ready to work with Mr. Dingfelder.

MRS. ELINOR GUTHRIE McVICKAR, formerly of Harper's Bazaar, Dorothy Gray and Harriet Hubbard Ayer, has joined Gourielli as director of advertising and sales promotion.

GARDINER L. WINKLE, formerly of Dermetics and Harriet Hubbard Ayer, is now New York regional sales manager for the new Sweetheart Cosmetic Div. of Manhattan Soap Co.

BEVERLY STIANSEN, vice president of Mary Chess Inc., has been presented with the United Hospital Fund Award for over 250 hours of volunteer service in Mt. Sinai hospital.

LEON LEVI, secretary and assistant general manager of Max Factor & Co., is currently on a two months' tour of the firm's branches and distributing offices in Europe.

DAVID F. NEWMAN has joined the Colgate-Palmolive Co. as a chemist in the Quality Control Div. of the Dept. of Research and Development. Mr. Newman was formerly employed by the Kearfott Mfg. Corp., Clifton, N. J.

WILLIAM G. MENNEN, president of the Mennen Co., was host to some of the nation's leading cattle buyers on June 14 at his Hideaway Farm at Chester, N. J. The Hideaway Invitation Sale is to be held annually.

GEORGES PANOPULO, controller and assistant treasurer of Shulton, Inc., has resigned to retire to private life after 50 years in the cosmetic and toiletries industry. Mr. Panopulo was born in Constantinople and educated in Paris. As a young man he left Europe in 1903 for the U.S., obtained employment as office boy at Pinaud, Inc. that same year, and within two years he became treasurer of the company. In 1925 he was appointed general manager, a position which he held for ten years until he resigned to devote his time to personal interests. During the interim years he was active in the Old Guard of the City of New York. Mr. Panopulo joined the newly formed Shulton organization as controller and assistant treasurer in 1937. WILLIAM H. O'BRIEN succeeds him.

LEON A. SPILO has retired as executive vice-president and director of Clairol, Inc. He had been active as an associate of Lawrence M. Gelb, board chairman, ever since the founding of the Clairol Co. 22 years ago.

DR. WILHELM REISS has been named director of research for Bristol-Myers Products Div.

FRANCOIS CAMILLI of Camilli, Albert & Laloue, S. A., Grass, France returned recently to France after visiting the American company, Camilli, Albert & Laloue, Inc., where he conferred with Thomas Biallo, manager of the New York company.

JEROME A. STRAKA has been elected executive vice-president and director of Chesebrough Mfg. Co., New York City.

DR. FRANZ BOGNER, the consulting chemist who operated laboratories in New York City for many years but who now operates them in Orlando, Fla., came up from Winter Park, Fla., where he now resides, to attend the convention of the T. G. A. and renew acquaintances with old friends in the trade. Mrs. Bogner is enjoying a brief trip to Europe.

JAY PERINE, former Abbott Kimball Co. vice-president, has joined The Wesley Associates as Shulton Account Executive.

CHARLES BERGER has joined the Fleuroma, Inc. executive staff and will be in charge of a new perfume laboratory now being established.

DR. ROBERT FRANKLIN PRINDLE has been named Director of Research, Lehn & Fink Products Corp. He will direct research projects and policies, and will be responsible for development and recommending of new products and improvements in present products, aiming for expanding sales and assuring maximum quality at minimum costs. In addition, he will administer the Research, Product Development and Quality Control Laboratory, Lehn & Fink, including the personnel under his supervision.

HARRY J. LEHMAN, president of the Wildroot Co., has been appointed a vice-chairman of the annual Buffalo, N.Y., Community Chest campaign.

HERBERT D. BERGER, longtime southwestern salesman for

Herbert D. Berger

Felton Chemical Co., Inc., has been transferred to their Chicago office.

HERBERT D. THORNLEY has been named manager of the newly opened Mid-West office in Chicago of the Noville Essential Oil Co., Inc.

SIDNEY FACTOR, export executive of Max Factor & Co., is on a ten weeks' tour of the firm's branches and distributing offices in Mexico, Chile, Argentina, Uruguay, and Brazil. His first stop will be Mexico City, where he will confer with JACK B. MIER, Factor's vice-president in charge of foreign sales, who is now conducting a series of sales meetings there.

MISS ELIZABETH ARDEN, president of Elizabeth Arden Sales Corp., is conducting solicitation of Manhattan's cosmetic fields for support of the current Red Cross campaign for members and funds. C. W. GARDINER, executive vice-president of Elizabeth Arden, is serving as deputy chairman for the cosmetic fields.

DR. IVOR GRIFFITH was elected to the presidency of the Philadelphia College of Pharmacy and Science for the 14th consecutive year at the recent annual meeting of the members. Other officers elected include first vice-president W. WILSON McNEARY, formerly recording secretary of the college, and JOHN E. KRAMER, who succeeded McNeary as recording secretary. Kramer was also named to the Board of Trustees, as was DONALD L. WALTER, pharmacist of Allentown, Pa.

WALTER E. WAIDE has been appointed chief manufacturing chemist at the main plant of John H. Breck Inc. in West Springfield, Mass.

DIXON C. VAN WINKLE has been named by Atlas Powder Co. to manage its chemicals department's New York district sales office. He succeeds L. G. PARKINSON, who recently resigned.

RAYMOND H. BERQUIST has joined Colgate-Palmolive Co. as personnel director.

DR. EMIL SCHLITTLER has been appointed director of research of CIBA Pharmaceutical Products, Inc. The position was formerly held by DR. FREDERICK F. YONKMAN, presently vice-president in charge of research.

MARY JANE FULTON has been appointed publicity director for Peggy Sage, now being distributed in the United States by Mary Chess. She will also continue as Chess advertising, publicity and promotion manager, as she has been for over four years. In the past she has been beauty editor for five Macfadden women's magazines and assistant beauty editor of the New York Daily News.

ROBERT B. MAGNUS, vice-president of Magnus, Mabee & Reynard, has been elected a trustee of the Columbia University College of Pharmacy.

KENNETH M. IREY has been elected assistant vice-president of Heyden Chemical Corp. He had been chemical production manager since 1953.

ROBERT E. KENIM has been appointed vice-president in charge of Overseas Operations at the Wheaton Companies. In addition to directing the foreign sales of Wheaton products, the newly organized Overseas Operations Div. will supervise the activities of

Robert E. Kenim

Wheaton do Brasil, S.A. The new executive department will also handle relations between Wheaton and their affiliates throughout the world.

DUKE of PARCENT, Artez Westerley, S. A. Rio de Janeiro, Brazil has been visiting in the United States for the purpose of purchasing essential oil and other raw materials.

MRS. MARJORIE H. TESTER has been appointed Home Economist in the soap and synthetic detergents division of the Dept. of Research and Development of the Colgate-Palmolive Co. Mrs. Tester is a graduate of Adelphi College and received her M.A. from New York University.

ROBERT WIGHTON MONCRIEFF delivered a paper defending the action of chlorophyll in air fresheners, air deodorizers and counteractants before the chlorophyll symposium of the American Chemical Society at Kansas City.

JAY DAVIS has joined the Dodge & Olcott sales staff at the Chicago branch office.

J. PAUL SHEEDY, sales manager for the Wildroot Co., Inc., has been elected treasurer of the Buffalo-Niagara Sales Executives, Inc.

DR. RAY C. HOUTZ has been appointed Director of Basic Research Operations of The Toni Div. of the Gillette Co.

Dr. ALEXANDER FARKAS returned June 8 from a four weeks trip abroad which took him to the principal cities of Italy, France, Switzerland and Holland. The trip was made primarily to check on the essential oil situation abroad and contacts were made with various firms in Europe for their importation, particularly Hungarian essential oils such as coriander, chamomile, clary, sage, juniper, dwarf pine, and sweet Basil.

LOUIS BEZARD, president of De Laire, Inc., has just returned from a six-week trip, combining business and vacation, to France.

OSCAR KOLIN, vice-president of Helena Rubinstein, Inc., is on a three months' six-country business trip, accompanying Mme. Helena Rubinstein. A new Rubinstein factory is scheduled to be built in France, and plans are underway for similar plants in Italy

Oscar Kolin

and Germany. A new Swiss factory was recently completed.

JOHANNES MERZIG, manager of Casa Autrey. S. A. Mexico City, and JESUS GOVELA, attorney for the company which maintains a laboratory for the manufacture of cosmetics, have returned home after a visit to leading firms in Indianapolis, Chicago and New York. They attended lectures at Ohio State University on management which were offered to executives for one week.

EDWARD GELSTHORPE has been appointed director of sales promotion for the products division of Bristol-Meyers Co., New York.

PATRICK H. GORMAN has been named president and general manager of the Alfred D. McKelvy Co. division of the Vick Chemical Co.

JACQUES GRIMALDI of Moroni, Grandes Comores, Comores Islands, vanilla bean and ylang ylang oil producers and exporters, asserted during a recent visit to the U.S. that the present high prices for vanilla beans would be maintained for another year or two.

OSCAR C. OLIN has formed Oscar C. Olin Inc., 63 Rockledge Rd., Hartsdale, N.Y. The new company will open a New York office specializing in selling, merchandising and promoting drugs and cosmetics.

ETHEL FRANKLIN, packaging director of Charles of the Ritz and subsidiary companies, is about to return from Europe following a five-week, four-country business trip.

BUSH BARNUM has been named director of information of the Glass Container Mfrs. Institute, Inc.

GREGORY H. THOMAS, Chanel president, was the first member of the cosmetic industry to sign the "certificate of permission" to use his name in connection with the 1954-55 fund raising drive of the Arthritis and Rheumatism Foundation.

DR. WESLEY C. STOESSER, research chemist in the benzene products laboratory of The Dow Chemical Co., has been promoted to research specialist, Dr. R. H. BOUNDY, vice-president and director of research, announces.

JULIAN LYON, essential oil, gum and drug broker, is recovering from a slight brain concussion, sustained through an automobile accident, in which his sister-in-law was killed and his wife and brother slightly injured.

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## Obituary

### Moody Lewis Crowder

Moody Lewis Crowder, assistant manager of the research and control laboratories of Pond's Extract Co., Clinton, Conn. died in the Grace New Haven hospital June 13 following a brief illness. He was treasurer of the Society of Cosmetic Chemists and an active and interested member of that association since it was founded.

He was born in Handly, W. Va. and educated in Huntington. He took his bachelors degree from Marshall College and his M. A. in chemistry from the University of Iowa. Subsequently he did advanced study in physiological chemistry. During the war he was a lieutenant in the reserve corps and in 1941 went on active duty as head of the hospital laboratory at Scotts Field, Ill. He then served for three years in the China-Burma-India theatre as a member of the malaria control unit. He was discharged as a major in the Sanitary Corps in January 1946. Subsequently he was chemist for the Rock Island Railroad for a brief time and in May 1946 he joined the staff of Pond's Extract Co. He is survived by his widow, a son and a daughter.

### Victor H. Marquis

Victor H. Marquis, who has been associated with the essential oil and

Victor H. Marquis

aromatic chemical industry in the United States for over 20 years, died June 14 at the Veterans Hospital in New York.

Mr. Marquis was connected with Givaudan-Delawanna for about ten years and later was associated with Compagnie Parento. At the time of his death he was with Albert Verley & Co. He was graduated from St. Mary's College in Canada and was a member of the British Universities Club of New York. He was a widower. Mr. Marquis was highly regarded throughout the industry and will be missed.

### Andrew Studdiford

Andrew Douglas Studdiford, assistant vice president and purchasing agent for the products division of the Bristol-Myers Co. died June 19 in Mt. Vernon, N. Y. at the age of 53.

He was an alumnus of Princeton University and served with the New Jersey Zinc Co. for six years and in 1929 joined the Bristol-Myers organization. He is survived by his widow and three children.

### Michael P. O'Connell

Michael P. O'Connell, vice-president and general manager of the Minnesota Chemical Co., died recently.

Mr. O'Connell, who started with the St. Paul, Minn., firm in 1926 in a bookkeeping capacity, led the firm through the war years.

### P. H. E. Dammann

P. H. E. Dammann, head of a firm of vanilla bean importers, recently died at his home.

# Can "Colloids Out of the Sea" Help Make Your Product Better?

Grandma knew the secret when she used Irish Moss in her homemade face creams and emulsions. Bretton fishermen knew the secret when their hands stayed baby-soft through the bitterest moss-gathering weather. Pharmacists from ancient times knew the secret when they used Irish Moss to put the "soothe" in their cough syrup and lotion preparations.

Now — through the magic of chemistry — the special colloidal, emollient and demulcent properties of Irish Moss have been given new commercial significance. Thanks to Seaplant Chemical's modern processing methods, Irish Moss Extractives are now available refined to the high standards of purity and selectivity-of-function today's manufacturers of drugs, cosmetics and pharmaceuticals require.

## Selected Types Perform Wide Range of Functions

The long-known emollient and demulcent properties of Irish Moss are important plus values of SeaKem Stabilizers that offer intriguing merchandising advantages.* But it is for their performance of both common and special colloidal functions that these stabilizing agents are best known and most frequently used.

Dentifrices, lotions, pharmaceutical emulsions and a variety of similar products are made better and more sales appealing because SeaKem Stabilizers are used in their formulations to accomplish viscosity control, bodying, foam stabilization, suspension or emulsification.

Available in a wide selection of types, each one refined to definite standards of strength and uniformity, SeaKem Stabilizers are easy and efficient to use — powder in form, colorless to light buff in shade, highly odor-free, readily miscible, compatible with most other additives and modifiers.

## How Can You Put SeaKem Stabilizers to Work?

Can the unique emollient and demulcent properties of "Colloids Out of the Sea" give your product new or added appeal? Are they the key to a more effective solution of your stabilizing problems? Send today for laboratory working samples. If possible, include in your letter some information about the problem — in complete confidence, of course — so that you may receive the type SeaKem Stabilizer best suited to your needs. Write today. SEAPLANT CHEMICAL CORPORATION, 63 DAVID STREET, NEW BEDFORD, MASSACHUSETTS.

* *Recent radio-activity tests conducted by independent research laboratory demonstrate conclusively that SeaKem Stabilizers remain on skin after repeated scrubbing and rinsing.*

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# Market Report

# Market Maintains Level

THE downward price trend that developed in May leveled off over the past month although the general tone was still highly mixed.

Some articles that had previously shown strength lost ground. Others were marked by renewed strength by registering rather substantial advances. Behind the generally mixed tone, however, there continued a feeling of optimism regarding the outlook for business. The inquiry for those essential oils that are used in the beverage and confectionery trades has improved. While the seasonal upswing in sales has been rather late in getting started this year, an extended spell of real warm weather should be reflected in sales. Steady gains in the aerosol field have lifted sales of those aromatic chemicals and oils that are generally used for perfume odors.

***Patchouli Oil Active***

Oil patchouli aroused considerable attention over the past month when shipping prices at primary markets scored sharp advances. Turn of events in the international situation served to create considerable speculative interest especially on the part of operators in the London market. For a time there were reports current to the effect that the oil could go to $30 per pound by the end of the year. Some trade observers were inclined to discount such reports believing that the activity would only prove temporary. Nothing short of an all-out war could bring such a rise in the market, it was pointed out. During World War II patchouli oil sold well over $100 per pound. The tension in the international situation also brought a rather nervous feeling in many other articles particularly those that come from the Middle East. All varieties of citronella oils moved to higher price levels. The advance in Formosan citronella oil, from which synthetic menthol is made, was rather substantial. The article had been working into a decidedly strong supply position for many months.

Oil orris concrete moved higher in price as the result of the unusually firm conditions existing in the basic material. Spot prices on Bourbon geranium declined slightly due to rather sluggish demand but the longer term outlook suggests considerable firmness in the market. According to reports a good portion of last years crop has been sold. A small summer crop is expected, and the small quantities will have to take care of consumer requirements for many months. Since last year's crop fell below expectations there appeared a ready demand for oil on the market early this year.

***Lemon Oil Weak***

Last change in California lemon oil was downward, and with a late spring, some holders of Italian lemon oil have appeared more anxious to move stocks through price inducements.

With the disappearance of lower priced imported material, a decidedly strong tone prevailed in the market for caffeine. Prices on domestic material were boosted 25 cents a pound. The most active consuming season of the year is about at hand, and domestic producers have been shipping out good quantities. Prices for citric acid have remained stable in the face of a rising consumption. Increasing quantities have been moving out to the food industry, and as the summer vacation period gets underway, its use in the soft drink industry is expected to grow more pressing.

The price trend in sundries and drugs was highly mixed. Gum arabic prices lost some ground. The late reduction in acetone failed to bring about any unusual activity in the article. Beeswax prices were generally firm because of extremely light offerings of crude from major producing countries, and such gums as olibanum and benzoin displayed a marked degree of strength in the face of tight supplies. Demand for zinc oxide USP was reported as more active. The use of this article normally increases in keeping with a greater call for a general line of summer items.

The rise in glycerin stocks noted in the early months of the year appears to be gradually leveling off. By late July or August stocks could start to decline in the continued absence of any sizeable imports and a seasonal drop in production that usually takes place during the vacation period. Stocks rose 159,000 pounds in April to 64,100,000 pounds whereas in March there had been an increase in stocks of 937,000 pounds from the February total. Although the last Argentine tonnage of crude in bulk quantity went to Europe, there remains some tonnage in drums. Since American buyers have been unable to meet the high prices quoted for bulk material, it is not likely that buyers here would meet the high prices for the crude in drums.

***Fatty Acids Down***

Prices for fatty acids suffered a rather sharp decline over the past month. The drop in tallows and greases was said to have been the major reason for the break in acids. Greases and tallows have lost considerable ground over the past several months. Stearic acid was reduced a full cent while oleic acids showed fractional losses. On the other hand inside prices of cottonseed and soybean oil derived fatty acids were moved upward because of tightening oil supplies.

Major producers of sodium hydroxide boosted prices 15¢ per cwt., as the result of increased costs and a rather tight supply situation. Chlorine production has been cut down in recent months because of a long supply situation. By the electrolytic process, it is not possible to cut chlorine production without having a corresponding drop in sodium hydroxide output. Tartaric acid displayed considerable strength over the past month. Prices on foreign acid moved upward thus dampening a competitive situation from foreign material. Moreover domestic makers were faced with the problem of rising costs of argols, crude material from which tartrates are made, from Spain and Italy.

# PRICES IN THE NEW YORK MARKET

## ESSENTIAL OILS

Prices per lb. unless otherwise listed.

| | | |
|---|---|---|
| Almond Bit, FPA per lb. | 3.40@ | 3.80 |
| Sweet True | .55@ | .90 |
| Amyris | 1.50@ | 1.75 |
| Angelica Root | 70.00@ | 110.00 |
| Angelica Seed | 56.00@ | 62.00 |
| Anise, U.S.P. | 3.50@ | Nom'l |
| Apricot Kernel | .45@ | .50 |
| Bay | 1.50@ | 2.00 |
| Bergamot | 11.00@ | 14.00 |
| Artificial | 3.25@ | 8.75 |
| Birchtar, crude | 1.80@ | 2.10 |
| Birchtar, rectified | 2.25@ | 2.75 |
| Bois de Rose | 4.00@ | 4.50 |
| Cajeput U.S.P. | 2.55@ | 3.15 |
| Cajeput (technical) | 2.10@ | 2.30 |
| Calamus | 17.00@ | 25.00 |
| Camphor "White" | .35@ | .45 |
| Cananga, native | 8.25@ | 10.00 |
| Rectified | 12.60@ | 13.75 |
| Caraway | 2.90@ | 3.25 |
| Cardamon | 42.50@ | 50.00 |
| Cascarilla | 35.00@ | 50.00 |
| Cassia, rectified, U.S.P. | 8.00@ | Nom'l |
| Cedar leaf, U.S.P. | 2.45@ | 3.00 |
| Cedar Wood | .80@ | .90 |
| Celery | 15.50@ | 18.00 |
| Chamomile Hungarian | 190.00@ | 280.00 |
| Cinnamon— | | |
| Bark | 26.00@ | 40.00 |
| Leaf | 1.35@ | 3.00 |
| Citronella, Ceylon | .90@ | 1.50 |
| Java | .80@ | 1.00 |
| Java type | .95@ | 1.65 |
| Cloves, from buds | 3.85@ | 4.50 |
| Leaf | 1.75@ | 2.10 |
| Copaiba | 1.90@ | 2.50 |
| Coriander | 15.85@ | 20.00 |
| Croton | 2.90@ | 3.75 |
| Cumin | 4.25@ | 5.25 |
| Dill— | | |
| Weed | 4.35@ | 5.00 |
| Seed, Indian | 3.00@ | 4.15 |
| Erigeron | 5.50@ | 6.85 |
| Eucalyptus— | | |
| 80-85% | .80@ | 1.25 |
| 70-75% | .65@ | .95 |
| Fennel, Sweet | 2.50@ | 2.85 |
| Garlic (oz.) | 7.00@ | 9.00 |
| Grapefruit | 2.40@ | 3.25 |
| Geranium, Rose Algerian. | 9.50@ | 11.75 |
| Bourbon | 10.65@ | 12.50 |
| Turkish | 7.25@ | 9.50 |
| Ginger | 10.50@ | 14.00 |
| Guaiac (Wood) | 1.35@ | 1.75 |
| Hemlock | 2.25@ | 2.85 |
| Jasmin (absolute) | 225.00@ | 400.00 |
| Juniper Berry | 2.90@ | 3.75 |
| Laurel leaf | 9.85@ | 12.60 |
| Lavandin | 2.15@ | 3.00 |
| Lavender, French— | | |
| 40-42% ester | 5.60@ | 7.25 |
| 30-32% ester | 2.65@ | 4.25 |
| Spike | 1.55@ | 2.00 |
| Lemon, Calif. | 6.35@ | 6.80 |
| Italian | 6.15@ | 7.80 |
| Lemongrass, native | 1.35@ | 1.60 |
| Limes, distilled | 5.50@ | 7.00 |
| Expressed | 7.75@ | 9.50 |
| Linaloe wood | 3.80@ | 4.25 |
| Lovage (oz.) | 6.75@ | 7.40 |
| Mace | 3.10@ | 4.00 |
| Marjoram | 3.00@ | 4.75 |
| Neroli— | | |
| Haitian | 75.00@ | 100.00 |
| French | 200.00@ | 250.00 |
| Nutmeg— | | |
| East Indian | 2.90@ | 3.50 |
| West Indian | 2.65@ | 3.65 |
| Ocotea Cymbarum | 1.00@ | 1.30 |
| Olibanum | 6.00@ | 8.00 |
| Opopanax | 30.00@ | 38.00 |
| Orange, Florida | .65@ | .85 |
| Italian | 3.90@ | 6.00 |
| Calif., exp. | .85@ | 1.25 |
| Distilled | .75@ | .80 |
| Origanum | 2.00@ | 2.75 |
| Orris Root, concrete (oz.) | 6.75@ | 9.00 |
| Concrete, extra | 12.50@ | 15.00 |
| Patchouli | 8.25@ | 10.00 |
| Pennyroyal, European | 1.75@ | 2.25 |
| Peppermint natural | 5.75@ | 6.00 |
| Redistilled | 6.20@ | 6.50 |
| Petitgrain | 3.25@ | 4.00 |
| Pimento, Berry | 4.25@ | 5.00 |
| Leaf | 2.45@ | 3.00 |
| Pinus Sylvestris | 2.50@ | 3.55 |
| Pumilio | 3.70@ | 4.80 |
| Rose, Bulgaria (oz.) | 55.00@ | 75.00 |
| Synthetic, lb. | 30.00@ | 35.00 |
| Rosemary, Spanish | .75@ | 1.00 |
| Sage— | | |
| Spanish | 1.00@ | 1.40 |
| Dalmatian | 5.90@ | 7.00 |
| Sandalwood, N. F. | 9.90@ | 10.50 |
| Sassafras— | | |
| Artificial | .85@ | 1.25 |
| Snake root | 30.00@ | 32.00 |
| Spearmint | 5.45@ | 6.20 |
| Spruce | 2.25@ | 2.75 |
| Sweet birch Southern | 2.65@ | 3.40 |
| Northern | 4.35@ | 8.00 |
| Tansy | 8.00@ | 8.90 |
| Thyme, red | 1.80@ | 2.50 |
| White | 2.15@ | 3.00 |
| Valerian, extra | 87.00@ | 100.00 |
| Vetivert— | | |
| Bourbon | 14.50@ | 17.50 |


ESSENTIAL OILS

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CASSIE FLEURS

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| | | |
|---|---|---|
| Haitian | 12.50@ | 19.00 |
| Java | 23.00@ | 35.00 |
| Wintergreen, Southern | 3.40@ | 15.00 |
| Northern | 6.75@ | 12.50 |
| Wormseed | 6.80@ | 7.50 |
| Wormwood | 5.75@ | 6.40 |
| Ylang Ylang, Bourbon | 17.00@ | 32.50 |
| Haitian | 12.85@ | Nom'l |

### TERPENELESS OILS

| | | |
|---|---|---|
| Bay | 3.25@ | 5.25 |
| Bergamot | 25.00@ | 32.00 |
| Grapefruit | 80.00@ | 92.50 |
| Lavender | 10.00@ | 14.25 |
| Lemon | 58.00@ | 70.00 |
| Lime, ex. | 80.00@ | 90.00 |
| Distilled | 55.00@ | 62.00 |
| Orange sweet | 75.00@ | 110.00 |
| Peppermint | 12.25@ | 13.65 |
| Petitgrain | 5.50@ | 6.50 |
| Spearmint | 11.75@ | 15.00 |

### DERIVATIVES AND CHEMICALS

| | | |
|---|---|---|
| Acetaldehyde 50% | 2.15@ | 2.50 |
| Acetophenone | 1.40@ | 1.80 |
| Alcohol C 8 | 1.95% | 2.25 |
| C 9 | 12.50@ | 13.00 |
| C 10 | 2.00@ | 2.30 |
| C 11 | 13.85@ | 14.50 |
| C 12 | 2.75@ | 3.50 |
| Aldehyde C 8 | 9.00@ | 11.00 |
| C 9 | 16.00@ | 17.10 |
| C 10 | 7.00@ | 7.60 |
| C 11 | 19.00@ | 21.00 |
| C 12 | 15.00@ | 16.00 |
| C 14 (Peach so-called) | 6.85@ | 7.50 |
| C 16 (Strawberry so-called) | 5.85@ | 6.20 |
| Amyl Acetate | .55@ | .70 |
| Amyl Butyrate | 1.00@ | 1.25 |
| Amylcinnamic Aldehyde | 1.95@ | 2.25 |
| Amyl Formate | 1.00@ | 1.25 |
| Amyl Phenylacetate | 3.75@ | 4.10 |
| Amyl Propionate | 1.25@ | 1.60 |
| Amyl Salicylate | .90@ | 1.00 |
| Amyl Valerinate | 1.95@ | 2.40 |
| Anethol | 1.20@ | 1.35 |
| Anisic Aldehyde | 2.30@ | 2.65 |
| Anisyl Acetate | 6.00@ | 6.75 |
| Benzyl Acetate | .70@ | .85 |
| Benzyl Alcohol | .75@ | .90 |
| Benzyl Benzoate | .75@ | .95 |
| Benzyl Butyrate | 1.75@ | 2.00 |
| Benzyl Cinnamate | 3.70@ | 4.00 |
| Benzyl Formate | 2.00@ | 2.35 |
| Benzophenone | 1.50@ | 2.00 |
| Benzyl-isoeugenol | 9.00@ | 10.25 |
| Benzyl Propionate | 1.45@ | 2.10 |
| Benzyl Salicylate | 1.70@ | 2.25 |
| Benzylidene Acetone | 1.85@ | 2.50 |
| Bromstyrol | 5.50@ | 6.25 |
| Butyl Acetate, normal | .14¾@ | .15½ |
| Butyl Butyrate | 1.55@ | 1.80 |
| Cinnamic Alcohol | 2.50@ | 3.25 |
| Cinnamic Aldehyde | 1.20@ | 1.40 |
| Cinnamyl Acetate | 3.65@ | 4.00 |
| Citral, C. P. | 4.00@ | 4.25 |
| Citronellol | 2.40@ | 2.85 |
| Citronellyl Acetate | 3.00@ | 3.30 |
| Citronellyl Butyrate | 5.80@ | 6.15 |
| Cuminic Aldehyde | 3.25@ | 4.10 |
| Cyclonol | 2.85@ | 3.15 |
| Diethylphthalate | .45@ | .51 |
| Dimethyl Anthranilate | 5.75@ | 6.00 |
| Diphenyl Methane | 1.15@ | 1.30 |
| Diphenyl Oxide | .60@ | .75 |
| Ethyl Acetate | .30@ | .35 |
| Ethyl Benzoate | .85@ | .90 |
| Ethyl Butyrate | .85@ | .95 |
| Ethyl Capronate | 2.40@ | 2.85 |
| Ethyl Cinnamate | 3.25@ | 3.65 |
| Ethyl Formate | .70@ | .80 |
| Ethyl Phenylacetate | 1.20@ | 1.35 |
| Ethyl Propionate | .90@ | 1.00 |
| Ethyl Salicylate | 2.20@ | 2.50 |
| Ethyl Vanillin | 6.75@ | 7.30 |
| Eucalyptol | 1.60@ | 1.80 |
| Eugenol | 2.45@ | 3.00 |
| Geraniol— | | |
| Standard | .75@ | 1.90 |
| Extra | 2.00@ | 2.75 |
| Geranyl Acetate | 1.90@ | 2.50 |
| Geranyl Butyrate | 4.35@ | 4.85 |
| Geranyl Formate | 4.50@ | 4.95 |
| Geranyl iso-valerate | 7.75@ | 8.30 |
| Guaiac Wood Acetate | 4.65@ | 5.00 |
| Heliotropin, dom | 3.85@ | 4.00 |
| Hydrotropic Aldehyde | 5.90@ | 6.35 |
| Hydoxycitronellal | 5.25@ | 6.00 |
| Indol, C. P. | 17.25@ | 19.00 |
| Ionones— | | |
| Alpha | 4.30@ | 7.00 |
| Beta | 4.55@ | 8.75 |
| Iso-borneol | 1.65@ | 1.80 |
| Iso-butyl Acetate | .85@ | 1.50 |
| Iso-butyl Benzoate | 1.25@ | 1.80 |
| Iso-butyl Salicylate | 2.15@ | 3.00 |
| Iso-eugenol | 4.10@ | 4.85 |
| Iso-safrol | 2.10@ | 2.80 |
| Linalool | 5.90@ | 6.25 |
| Linalyl, Acetate 92% | 6.00@ | 6.75 |
| 70% | 4.80@ | 6.00 |
| 95% | 5.00@ | 5.70 |
| Linalyl Formate | 11.90@ | 12.85 |
| Linalyl Propionate | 13.50@ | 14.60 |
| Menthol— | | |
| Brazilian | 6.00@ | 8.50 |
| Japanese | 12.80@ | 13.00 |
| Synthetic, racemic | 4.95@ | 5.10 |
| Laevo | 6.00@ | 6.15 |
| Methyl Anthranilate | 2.40@ | 2.65 |
| Methyl Anthranilate extra | 2.75@ | 3.10 |
| Methyl Benzoate | .60@ | 1.00 |
| Methyl Cinnamate | 1.65@ | 2.00 |
| Methyl Heptenone | 5.20@ | 5.85 |
| Methyl Heptine Carbonate | 35.00@ | 40.00 |
| Methyl Naphthyl Ketone | 4.00@ | 4.50 |
| Methyl Phenylacetate | 1.10@ | 1.75 |
| Methyl Salicylate | .58@ | .65 |
| Musk Ambrette | 5.15@ | 5.30 |


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Resinoids

Supreme Perfume Oils

Savon Doux Line

Soleauromes (Solub-Oils)

Floraquae

RICO

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# SELECTED BOOKLIST

*for Perfume, Cosmetic, Soap and Flavor Chemists*

## 1. THE HANDBOOK OF SOLVENTS.

By Leopold Scheflan and Morris Jacobs. The most useful reference work on solvents available today. The properties, uses, action and technology of solvents are covered in this comprehensive handbook. Two major sections: 1. Covers theoretical aspects and practical attributes of solvents such as solvent action, solvent power, evaporation and evaporation rates and limits of inflammability. Discusses in detail solvent recovery, stresses safe practices; 2. The physical constants of over 2,700 liquid compounds are tabulated. Arrangement such that you can compare, at a glance, the so-called literature constants with the commercial constants of each solvent. 728 pp., 7 x 10, 17 illus. $10.25 postpaid.

## 2. SOAPS AND DETERGENTS.

By E. G. Thomssen, Ph.D. and J. W. McCutcheon, M.A., D.C.I.C. A volume for the practical soap maker. Synthetic detergents thoroughly discussed. Tabulates 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry. Covers continuous soap making processes, soap perfuming and coloring, equipment, processes and methods. Up-to-date, authoritative. 511 pp., 66 illus. $9.25 postpaid.

## 3. THE FUNDAMENTALS OF DETERGENCY.

By William W. Niven, Jr., Research Chemist & Consultant, Midwest Research Institute. A thorough-going treatment of the theory and practical applications of detergency. Discusses: 1. The effects of composition, concentration, temperature and added electrolytes on the nature and properties of aqueous detergent solutions; 2. The fundamental actions which constitute detergency and the role of detergents in aiding these actions; 3. The means of utilizing the various fundamental detergent actions in laundering (a typical application). 260 pp., illustrated. $6.75 postpaid.

## 4. MANUAL FOR THE ESSENCE INDUSTRY.

By Erich Walter. Comprises modern methods with formulas for making all kinds of essences for liquors and alcoholic drinks, fruit juices and jams, mineral waters, essences of fruits and other vegetable raw materials, essences for confectionery and pastry. Describes raw materials and laboratory practice. Discusses taste and the transfer of flavor to foods and beverages. A standard work for many years. Contains 427 pages, 37 illustrations. $8.25 postpaid.

## 5. PERFUMERY SYNTHETICS AND ISOLATES.

By Paul Z. Bedoukian, Ph.D. This carefully compiled volume supplies a genuinely felt want for authoritative data on perfumery synthetics. The work contains the history, chemistry, physical and chemical properties, manufacture, uses, and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. A complete index adds to the value of this useful book. 488 pages, $8.75 postpaid.

## 6. FORMULARY OF PERFUMERY.

By R. M. Gattefosse. Translated from the French. Contains typical examples of tested formulations and methods of preparation of perfumes and cosmetics. Part I covers synthetic perfumes and 100% compositions. A table of floral families is included with numerous empirical formulas. Part II covers alcoholic perfumes, toilet waters, extracts and various types of perfumes concluding with a formulary of cosmetology with adequate discussion of and formulas for beauty creams, various cosmetic specialties, rouges, lotions, dentifrices, hair products and nail preparations. 252 pages, 6x9 in., cloth covers. $4.25 postpaid.

## 7. PERFUMES, COSMETICS AND SOAPS.

By William A. Poucher. *Volume* II—*Production, Manufacture and Application of Perfumes of All Types.* Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy perfumes and toilet waters. 426 pp. $10.25 postpaid.

## 8. MODERN COSMETICOLOGY.

By Ralph G. Harry. Partial contents: Emulsions, Cleansing Creams, Milks and Lotions, Acid Creams, Face Packs and Masks, Mud Creams, Vanishing Creams, Powder Creams, Lubricating Creams, Astringents and Skin Tonics. Lipstick, Make-up. Face Powders. Sunburn and Suntan Preparations. Deodorants. Depilatories. Antioxidants. Bath Preparations. Bath Oils and Emulsions. Foam Baths, Hand Creams and Lotions, Dental Preparations. Mouthwashes. Shaving Preparations. Hair Tonics and Lotions. Hair Creams and Fixatives. Permanent Waving Solutions. Hair Setting Lotions and Hair Lacquers. Hair Shampoos and Soapless Detergents. Manicure Preparations. Eye Lotions. Baby Preparations. Foot Preparations. Insect-Bite Preparations. Humectants. Acne Preparations. Coloring of Cosmetic and Toilet Preparations. 514 pp. $12.25 postpaid.

## 9. THE ESSENTIAL OILS.

By Ernest Guenther, Ph.D. This monumental six-volume work is comprehensive, authentic. VOL. I. covers: Origin and Development of Essential Oil Industry, Chemistry and Function of Essential Oils in Plant Life, Products of Essential Oils. 448 pp., $7.75 postpaid . . . VOL. II gives detailed data on several hundred of the more important constituents of essential oils. 852 pp. $12.25 postpaid . . . VOL. III describes the oils of plant families Rutaceae (with special emphasis on citrus oils) and Labiate. 777 pp., $12.25 postpaid . . . VOL. IV covers the individual oils in six plant families not covered in Vol. III. 752 pp., $12.25 postpaid . . . VOL. V is of special importance to the flavor chemist. 507 pp., $12.25 postpaid . . . VOL. VI, the final volume, is of interest to the pharmaceutical, flavor, and perfume industries. Features wintergreen, sweet birch, valerian, mustard, onion, hops, etc. Also deals with pine oils and turpentine. Includes table showing the taxonomic classification of all the essential oils described in all six volumes. 481 pp., $12.25 postpaid.

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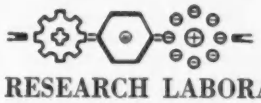

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## FIXATEUR 404

*the synthesis of an olfactive element of ambergris*